The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY

ABOVE: Students of short course in California ponder point emphasized by instructor Robert Mygatt. Story on page 66

Women route drivers prove selling stars.....Page 38

Informal promotion works for rug cleaning...Page 40

Before and after steps cut storage claims.....Page 44

JANUARY, 1952

A N

University Microfilms
313 North First Street
Ann Arbor, Michigan 24

An important message for users of filter powders:

Johns-Manville Announces a 40% increase in Hyflo* production

AT A TIME when many vital materials are in short supply, Johns-Manville is pleased to announce that the culmination of two-and-one-half years of planning, designing and construction has resulted in a 40% increase in the production of Hyflo*.

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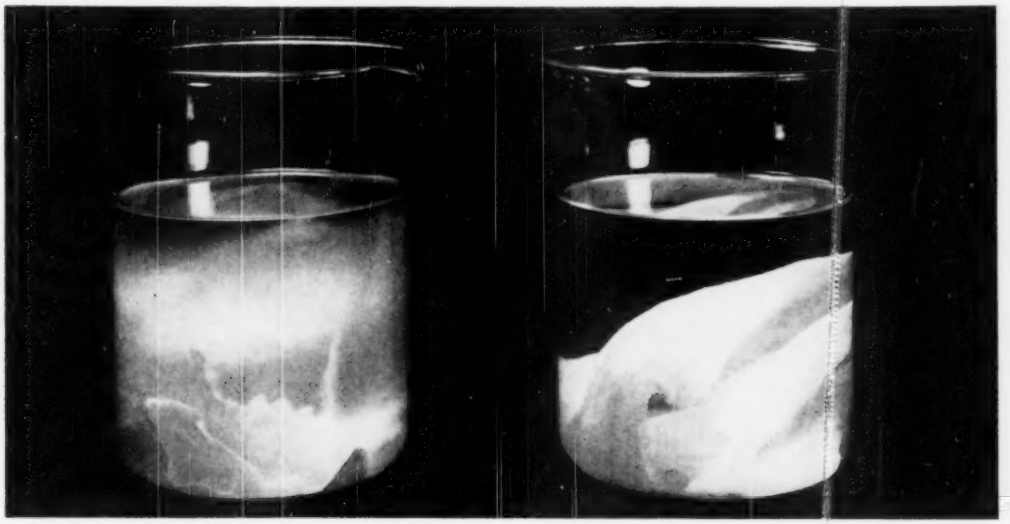

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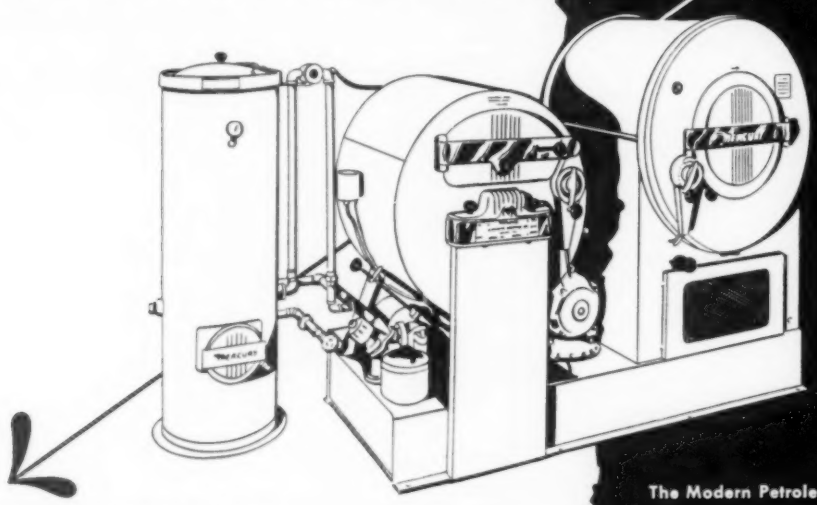

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We don't usually publish interoffice correspondence, but today we received an enthusiastic letter that we thought you'd like to hear about. It's from Jack Martin, our associate editor. He's down at Silver Spring right now, taking the rug cleaning course conducted there cooperatively by the National Institute of Rug Cleaning and the National Institute of Cleaning and Dyeing.

Rug School

With one of his three weeks of schooling already under his belt it sounds as if Jack's under full steam. He's not expected to write a report until he gets back, but his letter was enough to sell anybody on the value of the course right from the start. His classmates are earnest, alert students, the staff is doing a whale of a job of teaching, and the Institutes have everything at hand to work with.

Jack's been spotting ink, chewing gum, furniture stains and a lot of other troublesome stains from rug samples. He's been inspecting and beating and scrubbing and drying until he feels blood brother to a rug himself. He's learning about kinds of soil, fibers, weaves, sizings, etc. He's getting a little simplified cost control and sales promotion especially tailored for rug cleaners.

Anyhow, if Jack doesn't go into the rug cleaning business before he gets back to New York, we'll give you his blow-by-blow description of what goes on in the NIRC-NICD rug cleaning school.

* * *

We've just had a few peeks into customer thinking lately. One is the story of a woman who said that when she had her first baby, like all new mothers she wanted to talk to everybody about it. Nobody had time to listen to her. But finally a new laundryman solicited her business. He listened patiently to all of the wonderful things that Junior was doing at the age of six weeks and made the proper responses. As a result, he is still getting the bundle from the woman's house although the youngster is now in high school and two more have appeared.

Ladies' Day

Another is the story of a woman with a dog that has to be let out for a run the middle of every day. Living in a suburban community somewhat isolated from neighbors, she found it difficult to get away for a day without inconveniencing the pooch. This problem was finally solved by saving up her drycleaning for the day she wanted to get away from the house. Then she arranged with the routeman to pick up the drycleaning at noon time and give the mutt his constitutional.

Then there was the family who entrusted the driver with a key and once a week he went through the closets in the house selecting garments which he felt needed drycleaning.—W.R.P.

NED WINTERSTEEN, *General Manager*
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DAVID G. KAPLAN, *Fur Editor*
JOSEPH C. McCABE, *Engineering Editor*

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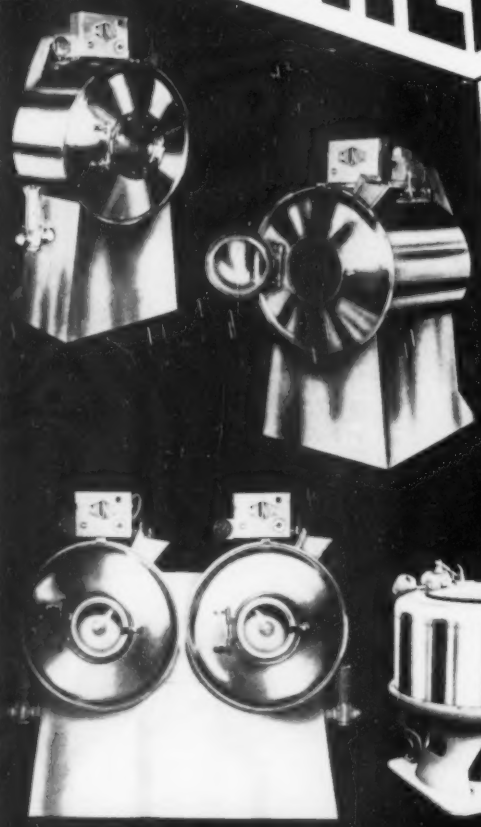

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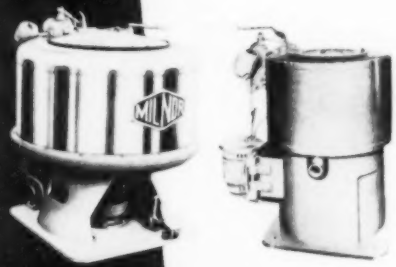

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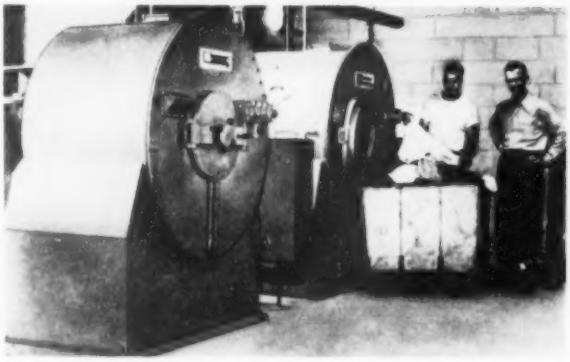

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September 22, 1951

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Attn: Roscoe Stovell

Dear Rocky

Our new end-loading Washex machines have more than exceeded the promises you made for them.

When we started the first machine, I could immediately see a great improvement in the quality of our cleaning, though we used the same soap we had been using in our old type washers.

By the time we started off the second Washex machine, on August 20th., we could see the vast possibilities in labor and time savings.

Now that we have operated both machines several weeks, I am convinced that this is a move that actually pays us nothing. The direct savings alone will repay our entire investment in 24 months.

In addition to the direct savings, we will:

1. Save for other uses, approximately 400 square feet of floor area.
2. Eliminate practically all the noise in our cleaning room.
3. Clean more garments better and in less time with much less effort.
4. Give our finishers better work to process from a wrinkle standpoint.
5. Our better job of cleaning eliminates the need for pre-brushing of many garments.
6. Tears and rips during the cleaning process have been

TELEPHONE BROADWAY 5001

Stovell & Associates, Inc.
Indianapolis

Page 2
9/11/51

(6. Concluded)
eliminated, and many buttons and buckles that we formerly removed are now left on the garments.

7. Sorting of colors and fabrics has been reduced by about 50%, and we have less problem with linting than with the old type washers.

8. Our filter powder, soap and solvent costs have been greatly reduced, but we will need to operate for about three months to be sure of our overall savings. At the present, I would judge these savings alone to be in excess of 25%.

9. We look for a substantial saving in electric power and fuel, as the 2 Washes replace 4 washers and have reduced our total hours for cleaning and drying, allowing us to cut off the steam and power earlier and to start cleaning operations later in the morning.

Perhaps our greatest surprise was in learning that two 100 lb. Washex machines would process 1,500 to 2,000 pounds in an 8 hour day, depending on how many partial loads we clean.

You may wonder why I would write this letter to you when it is possible to tell you all of these things in person.

First of all, I want to thank you and your organization and the factory for the splendid engineering assistance you have given in developing the rather unique and very successful "one valve" system and throughout the entire installation.

Secondly, I want to let you know that you are most welcome to bring visitors and prospects to our plant.

I believe that if all drycleaners could have Washex in their plants, their business would be more profitable to them and the public would respond with greater volume for the industry, because of the better grade of work that could be accomplished.

Sincerely yours,

A. C. Demaree, Inc.
W. E. Dismore

WED/ch

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LETTERS to the EDITOR

Training Manual

Dear Editor:

Would it be possible to get "How To Train Finishers," as shown on page 38 of your November NATIONAL CLEANER & DYER, in volume form?

L. V. DRAGO

New Iberia, La. *L. V. Drago Tailors & Cleaners*

Sorry, the article is not available in book form. The illustrations and captions are exact reproductions of the manual used by Spitzer The Cleaner. We suggest that interested readers keep the November issue or mount those pages on cardboard for their own use.—EDITOR

Fur Workers Now Available

Dear Editor:

Our recent conversation about the possibility of out-of-town drycleaners getting suitable fur help has set me to reviewing the present situation.

Up until the close of World War II, the average competent fur mechanic was disinclined to leave New York. When these oldtimers could be persuaded to do so, they demanded a salary which seemed exorbitant to our out-of-town drycleaners and furriers.

Since 1945, however, the situation has changed radically. May I say modestly that I have had something to do with it. Through the medium of the American Mitchel–Sol Vogel Designing School, I have supervised the training of over 2,000 young men, almost all of them World War II veterans. These young men have received the kind of all-around training which will make it possible for them either to supervise or themselves do all the jobs involved in the repair or remodeling of a fur coat. This is in contrast to the background of the average oldtimer, who is usually a high-priced specialist in one of the major operations, such as cutting, operating, nailing or squaring.

I have already been able to fill some requests made by people out of New York City for young men with this kind of training. These young men are not primarily interested in an immediate huge salary, as in the old days, but are more interested in positions which will give them an opportunity to grow.

I can therefore say with certainty that now for the first time the drycleaner who has or plans to have a sizable operation in fur can count on getting a trained young man willing to go along with him on a reasonable basis. If any of our readers are interested in such help, I would be glad to assist them personally.

DAVID G. KAPLAN

New York, N. Y. *Fur Editor*

Causes of Boiler Troubles

Dear Editor:

In Mr. McCabe's article on care of packaged boilers in the July number of THE NATIONAL CLEANER & DYER, re pumps he says:

"Their speed depends primarily on the viscosity of the oil being pumped. If the speed is too high, cavitation develops—that is, vapor pockets that form and collapse to give off a knocking noise."

I assume the author means that the rate of flow through the pump would depend on the viscosity of oil being used.

Recently we had a furnace explosion. After the explosion we discovered a crack in the porcelain petticoat covering one of the poles of the transformer. The inspector assumed a late ignition. But protectorelay on the burner should turn the burner off in ten seconds in case of late ignition.

A further difficulty was that the day before the oil company had put kerosene in the tank instead of fuel oil No. 2—330 gallons in a tank holding 500 gallons. The driver told me after he had put it in. I called and told them to come and take it out but they convinced me that it would make no difference—they were having difficulties with the oil truck, etc., and I did not know enough about it at the time.

Later, in looking back through old numbers of your magazine, I discovered Mr. McCabe's article. (Before this I had had the pump changed because, although it seemed to be operating properly at the right steady pressure, I would hear what I called a clicking noise especially at the start—similar, I think now, to the knocking referred to in the statement quoted above.) We have a package unit boiler, 32GPH, 30-degree nozzles—just about the maximum capacity of the combustion chamber.

Would you say that the late ignition might not have caused the explosion if fuel oil had been present but that the added factor of the kerosene or perhaps even the kerosene alone would have done so? Even after the change of transformer there were small explosions after operating for about one-half hour but I also discovered later that the serviceman had not pushed the secondary cone far enough up into the primary cone, so that oil spray was probably hitting the edge of the primary cone.

R. J. BISSON

Barre, Vt. *Barre Dry Cleansing Co.*

Your guess that your pump developed cavitation when kerosene was introduced is absolutely right. In fact I checked my thinking with both pump manufacturers and the Oil Heat Institute.

But as far as the explosion is concerned, the kerosene should have lit off even more readily than would fuel oil so that a buildup of unburned combustible in your furnace chamber would be less in total damaging ability than had it been fuel oil only. No late ignition has to take the blame for the explosion as I see it.

Your later minor explosions were undoubtedly the result of a failure to make a proper oil spray.—J. C. McC.

Right in Your Own Back Yard

Dear Editor:

I sure did appreciate reading your article on "How To Control Vault Conditions" [November 1951]. It is both interesting and instructive, and the layout of equipment is sure a good one. Please tell me where I could see such a good layout?

ELWOOD HINTZE

Stroudsburg, Pa. *Hintze Cleaners*

It's your layout, Mr. Hintze!—EDITOR

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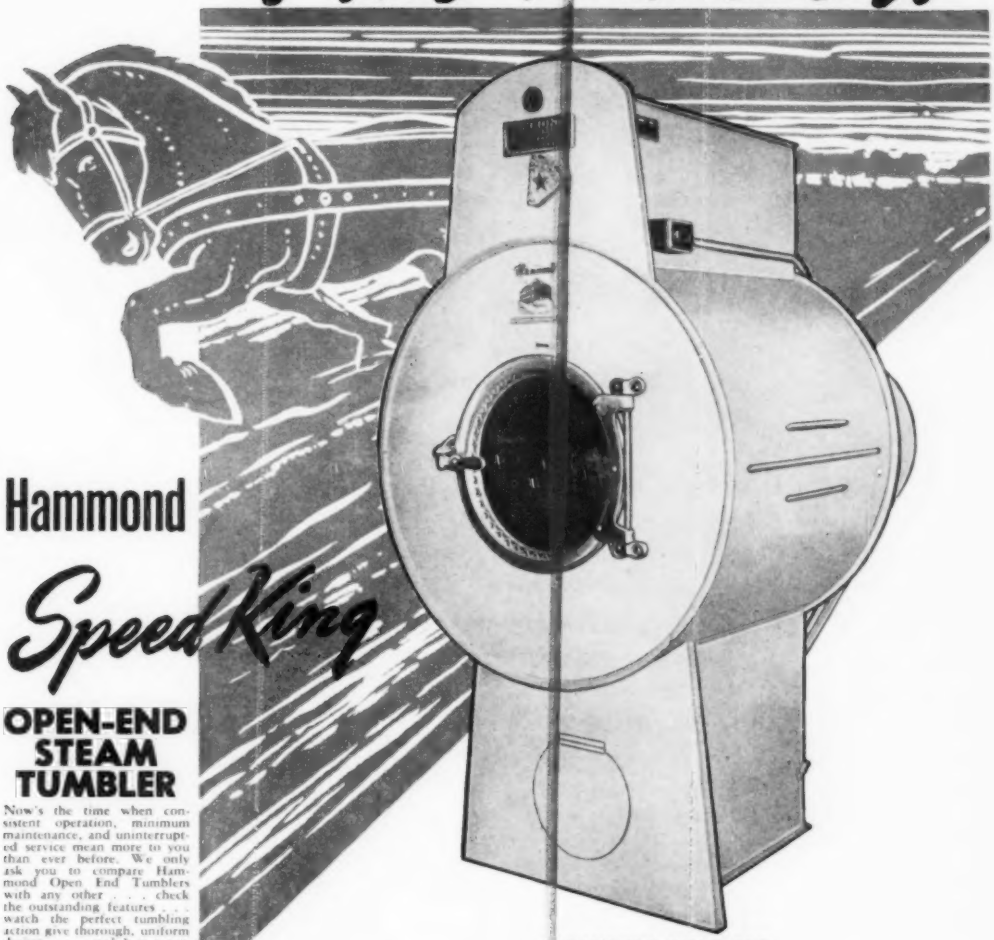

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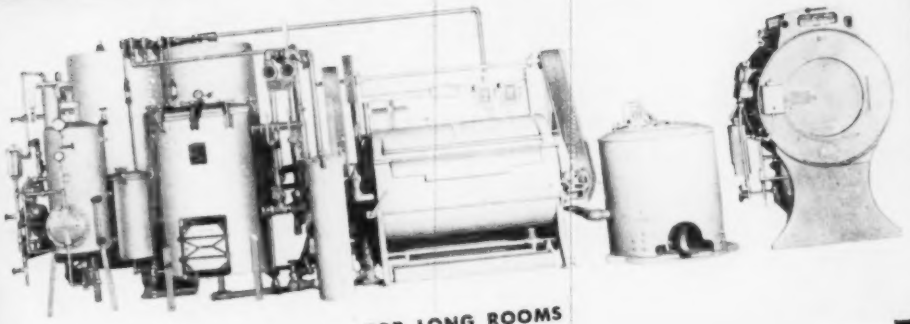

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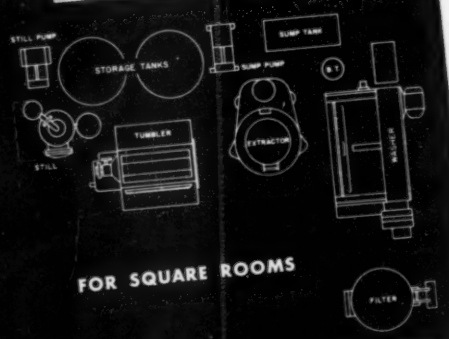

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- Low operating cost per pound of clothes
- Easy to install — factory piped
- Easy to double capacity when required
- Ample filtration
- Unequalled distillation

Equipment that invites comparison

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Gentlemen: Please send me further information about Pantex 140°F. Safety Solvent Drycleaning Systems.

Name .....

Company .....

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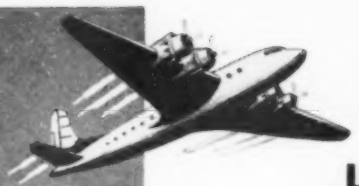

AT LAST!

HERE'S ONE SOAP THAT "CLEANS UP" FOR YOU IN THE CLEANING ROOM-

LIKE NO COMBINATION OF SOAPS COULD DO!

It's HIGH ABOVE All

NEW

C-50

ECONOMICAL TO USE

SOLVES ALL YOUR STORAGE PROBLEMS

There's no Dry Cleaning Soap so potent, as New C-50 by NU-PRO ...It's an innovation in the development of greater speed, efficiency and economy in one soap for all your Cleaning Room problems.

CONCENTRATED DRY CLEANING SOAP by **NU-PRO**

C-50 AFFORDS YOU THESE 7 ADVANTAGES...

- **C-50** is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
- **C-50** is 40% less costly.
- **C-50** will pick up 25 TIMES its own weight of water and still disperse in the solvent.
- **C-50** can be used with Stoddard Solvent or 140 F and chlorinated solvents.
- **C-50** is non-inflammable.
- **C-50** is more economical all the way around.
- **C-50** solves storage. Packed in gallon jugs. No drums to take up valuable space.

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DEFENSE DATA

Aims of the Service Trades Branch of NPA were outlined by E. F. Wesely, chief of laundry and drycleaning operations, at an allied trades breakfast in Chicago on October 19. He defined the objectives as mobilization of the leadership and productive capacity of the various service industries (including drycleaning and laundry), limiting the kinds and quantities of services provided, and directing the provision of services to the extent necessary to meet the essential needs of the civilian economy, of the military services, and of American industry.

Among the functions of the Service Trades Branch, as described by Mr. Wesely, are determining the extent to which various services are needed, at local or national levels, to meet essential military and civilian requirements; appraising the adequacy of available necessary services; developing programs to maintain the required output. The Branch collaborates with the NPA Industry Divisions and other defense agencies to remove difficulties involving transportation, prices, manpower, wages, equipment, construction and operating supplies. It collaborates in issuing and revising NPA orders affecting the service industries, works with Industry Advisory Committees, with NPA field representatives, with the various service industries and their trade associations, and collaborates with other interested agencies to conserve critical materials and best utilize facilities and manpower.

A nationwide enforcement survey in the service trades covered by Ceiling Price Regulation 34, which include drycleaning plants and laundries, was launched November 30. According to Edward P. Morgan, OPS enforcement director, compliance is satisfactory in some areas but in others noncompliance is widespread. Since CPR 34 took effect last May 16, Mr. Morgan pointed out that ignorance of the regulation and its requirements cannot be considered an excuse for violation.

No formula for driver-salesmen was included in the regulation, issued December 1 by the Salary Stabilization Board, providing for pay increases for salesmen paid commission only, straight salary, or salary plus commission. The decision on the driver-salesman category, which is apparently under the jurisdiction of both SSB and WSB, was postponed to a later unspecified date.

In general, under the new regulation a salesman who receives a salary plus commission may have his fixed salary increased up to 77 percent of his *total* earnings in 1950 or an average for 1946-1950.

So far as driver-salesmen are concerned, recent WSB interpretations permit, without board approval, restoration of a commission rate to the May 24-June 24, 1950, level if the commission rate has been reduced and there has been no increase in fixed salary after January 15, 1950. There is no need for WSB approval to continue practices established before January 25, 1951, to make up for slack months by paying cash or merchandise premiums for increased business on individual routes.

Under General Salary Order 4, employers who had a plan before January 25, 1951, for paying foremen or supervisors additional compensation for overtime may continue. If there was no such plan, they may pay foremen or supervisors for extra hours, but not in excess of straight-time rates, without SSB approval.

The SSB has issued a regulation designed to enable employers to pass on to salaried employees cost-of-living and similar increases given to wage earners. Such upward adjustments will be decided on an individual basis by the SSB, with the decision determined by industry or area practice.

A policy for new wage incentive plans has been issued by WSB, which explains the bases on which petitions for new plans or revisions of existing plans for individuals or groups within a plant will be judged. Petitions for other plans, such as plantwide, will be considered, but on an individual basis and not necessarily by the same tests.

In judging petitions to which the new Regulation 70 is applicable, national and regional boards will apply the following tests:

1. The employer must describe the methods used to set standards.

2. He must furnish evidence of standards of production, records applicable to a significant number of covered jobs or employees, a certification that the same procedures will be followed in extending the plan to other jobs or employees.

3. These are "must's": The new plan must not result in increased unit labor cost unless it can be proved that the resulting level of earnings will not create intraplant inequities. It must provide an opportunity to earn at least 15 percent above the day or hourly rate for the job. It must have adequate provision for the correction and maintenance of the standards or rates. It must contain minimum wage guarantees, which must be described with any other pay practices used in connection with the plan.

The initial approval will be effective for three months. At that time a report covering the operation of the plan must be filed, showing the effect on average hourly earnings and upon production. If the employer is not otherwise notified within 30 days after the board receives this report, the plan is considered finally approved.

Sixty-three percent of construction applications for commercial, religious, entertainment and community construction during the last quarter of 1951 were denied, the NPA reports. The high percentage of denials was due to limited materials, especially structural steel. NPA also said that it was unlikely to approve in the first quarter of 1952 any projects less than 20 percent completed, except for a small number of hardship cases, such as fire or other disaster. Only 13 percent of applications for commercial construction, which includes drycleaning plants, were approved in the last quarter of 1951.

However, NPA points out, denial of a project is not final but merely a deferment. Applicants may continue to file for controlled materials in subsequent quarters.

# #

Public Service by Dryceleaners: A course in "Human Relations in Business" for supervisory employees of all

YES! ANY PRESS

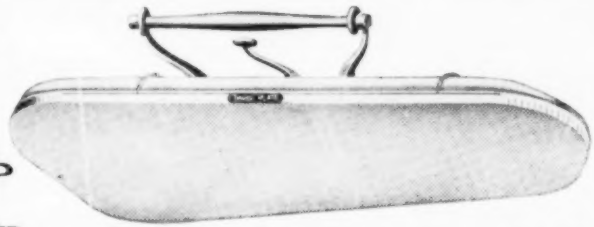
can revitalize all garments... all textures... all weaves...if it's equipped with a

Fabric-renewing

® DAVIS PRESS PLATE

THE ONLY PLATE THAT LIFTS THE NAP AS IT PRESSES!

Put a Davis Press Plate on each of your presses and see the difference. The exclusive fabric-renewing feature revives the fabric as you press it and brings new life to the garment. You'll see a difference in your production too, from the faster-heating, faster-drying aluminum. Aluminum is critical... ask your supplier for new Davis Press Plates today!



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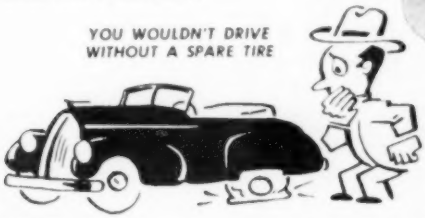

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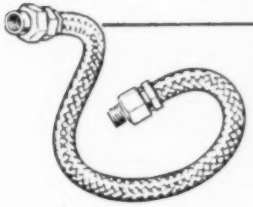
Hoffman XC05, XC07, Pantex 45, New York 42, Butler 40, 42, 45 and other 36" to 46" models $14.85
Mushroom models ..... $11.00 47" to 54" models 19.25



Order that spare HOSE now too!

Davis Uniflex Leak-Prufd Hose is the hose with the LEAK-PROOFED fitting

ORDER FROM YOUR SUPPLIER TODAY

Don't take chances! Keep a spare set of Davis Uniflex Hose on hand for every press and be prepared for emergencies. Only Davis Hose has the mirror-smooth surface on the fitting, permitting an absolute seal. Has no packing or brazing, therefore no leakage. Order today!

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drycleaning establishments in Anderson, Indiana, was recently held. The program was sponsored by Guarantee Cleaners and arranged by its manager, Harry McKeever. The school was conducted by Dr. Earl P. Tregilgus, distributive education lecturer of the School of Education at Indiana University.

Members of the Qualified Dry Cleaners Association of Fort Worth, Texas, conducted their fifth annual drive to collect used clothes for needy people at Christmas. Gene Hart, executive secretary of the association, reported that the members would clean and distribute the garments.

Drycleaning plants in various parts of the country are reporting cooperation in various community activities. In Albany, Illinois, Erie Cleaners contributed to the annual Turkey Day prizes. In St. Francis, Kansas, Cheyenne Cleaners took part in a special week promoting buying in the home town. Among contributors to a recent Kiwanis Pancake Day program, designed to collect funds for underprivileged children, was Little's Cleaners of Marysville, Kansas. The fund for uniforms for the Woburn (Massachusetts) High School band was richer by $100 when Edward Canney, head of Manley Cleaners, contributed 15 percent of a week's sales on all orders which mentioned the band.

We don't know whether this comes under the head of public or private service. As he was making his regular deliveries, driver Fred Webber of Renfrew Cleaners, Vancouver, B. C., was approached by the mother of a woman who had to get to the hospital fast—so fast that there was no time to call an ambulance. Driver Webber beat the stork to the hospital by ten minutes.

# #

No Appeal on New York Zoning: The case against permitting synthetic operation in business zones of Greater New York has been refused review by the Court of Appeals, the highest court of New York State. This success was recently reported by Stanley Goldstein, legal counsel of the Neighborhood Cleaners Association, which has been battling the case.

The association is now engaged in an effort to obtain passage of an amendment to the New York City zoning code which will clearly state that on-the-premises drycleaning is permissible where other community services and stores are permitted.

# #

Drycleaning School in Belgium: The publication of the Belgian drycleaners association has announced plans to start a training school for the industry in Antwerp. An important purpose of the school, in addition to training skilled operators, is to meet the requirements of an expected law for regulation of the industry. According to the proposed law, a professional diploma will be required for permission to establish a new drycleaning plant.

Following the regulations for vocational education in Belgium, the school will have three courses: a three-year course for apprentices, a two-year course for qualified operators, and a two-year course for plantowners.

# #

Educating the Public: The drycleaning industry film produced by the Oklahoma association, "After the Ball Was Over," was shown at a regular meeting of Kiwanis at Kingsbury, California. The program chairman was Harry Hicks, a director of the California Drycleaners Association.

A tour of the plant of Gem City Cleaners, Palatka, Florida, with W. A. Walker as guide, proved of great interest to 48 students of a home-making class at the local high school. The tour was in the nature of a field trip for the students in connection with their course in care and repair of clothing.

Rotarians in two widely separated places recently heard informative talks on drycleaning. In Nakusp, B. C., Canada, K. P. Highland of Nakusp Laundry and Dry Cleaners held the interest of his fellow-Rotarians with a detailed description of drycleaning procedures.

The Rotary Club of Florence, South Carolina, was addressed by H. A. Smith.

# #

Trailers for Pickup: The use of trailers for drycleaning pickup stations has proved a successful experiment for the South Midlands Co-operative Laundries, Ltd., of Coventry, England. First, they have solved the basic problem of finding store space, still a scarce commodity in that much-bombed city. Second, it has been found that the trailer will pay if it brings in half the volume needed to make a store profitable. Operating costs are low, with one girl in charge of each trailer. Fittings

consist of lockers around the sides to conceal the soiled bundles, with shelves above to hold parcels of completed work. The counter is behind a window which opens outward, to which the customer brings his order.

Fortunately, the company has parking space available for the trailers. Every night a company truck collects work left during the day, then tows the trailer into the parking space for the night.

# #

Course in British Columbia: An evening course in textile chemistry and spotting has been started under the sponsorship of the Vancouver (B. C.) Laundry, Dry Cleaners and Linen Supply Association. The course, conducted by the Extension Division of the University of British Columbia, takes up a study of textiles, dyes and chemicals and their behavior in relation to drycleaning and spotting. Leather and furs are also studied. Eight of the sixteen evenings are devoted to practical application.

The sponsors of the course hope to persuade the local and federal governments to provide a small pilot plant in the Vancouver Vocational School, so that trained employees will be available to the industry. According to Dr. Carl von Harten, president of the Vancouver group, the course is part of the general aim of educating the public to recognize the scientific background of the drycleaning industry.

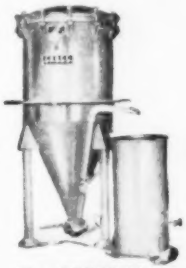
MEET US IN ST. LOUIS...

The GROSS Tumbler

This GROSS Tumbler humidifies, deodorizes, dries, cools, and fluffs silks, light wools and heavy wools. Exclusive design features reduce maintenance to the vanishing point.

The GROSS Washer

Built entirely of black metal and electrically welded throughout, the GROSS Washer increases cleaning capacities, decreases power, and labor costs . . . produces and maintains the highest drycleaning quality.



The GROSS Filter

Clarifying is an uninterrupted cycle, from 1,000 to 10,000 GPH, this Model "A" GROSS Filter delivers fresh solvent continuously. It has the largest net filtering area for rated capacities in the industry . . . plus longer filtration cycles at lower operating pressures.

and we'll show you how to boost your profits . . .

HOW TO TURN GROSS INTO NET!

Every piece of GROSS equipment is designed by drycleaning machinery engineers . . . designed to perform a specific operation, fulfill a specific need . . . designed to *increase capacity* while decreasing operating cost . . .

GROSS pioneered in the development of drycleaning equipment and has led the industry in technical advance—from 1923 right up to the present time.

That's why we're so sure that making more profit in the cleaning industry is simply a matter of turning **GROSS into NET!**

See us at the NICD Show and make us prove it!

If you do not plan to attend, write us . . . and we'll prove it by mail.

Write, wire or Phone—we'll tell you all about them!

•

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Founded 1923

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

179 HALBERT ST. • BUFFALO 14, N. Y.

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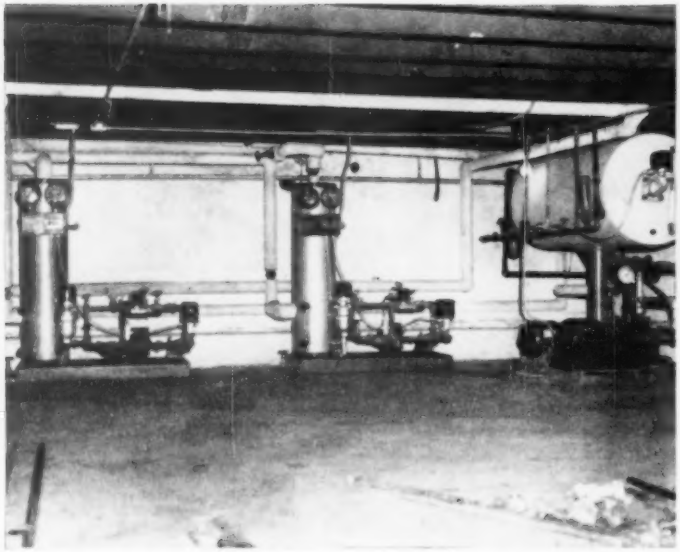


SCHAUB
BOILER RETURN SYSTEMS

Schaub Spray-Type Deaerating System for 75 H. P. load at Oriental Cleaners, Joliet, Illinois. Two Quik-Temp Heating Systems that handle all process equipment are also shown. No steam traps are used in this plant.

Judge on Facts...Prove to Yourself —

SCHAUB'S YOUR BUY!

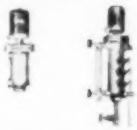
Look at Schaub's three outstanding *exclusive features*. Check them point for point with your own experience. Then you'll realize how much more these *plus values* really mean...and why a Schaub System can actually give you more — in low-cost maintenance, improved operating economy . . . and enduring dependability for many years to come. In short, you can't afford to buy a boiler return system until you know the Schaub story . . . then, you won't be satisfied with less.

Only SCHAUB Has This Exclusive Combination of Features . . .

Schaub also builds Patented Heat-Reclaim and Spray-Type Deaerating Systems for exacting requirements from 10 to 1000 Boiler Horse Power. Write for new Schaub Catalog No. 55 which gives more information on all types of Schaub Systems.

No more periodic pump maintenance! Schaub Master-Bilt Pumps have new Fleximatic Mechanical seals and permanently lubricated ball bearings. No more water puddles. No more scored shafts. No pump packing or greasing to do — ever!

10-year receiver corrosion guarantee. Schaub engineers worked with leading chemical researchers to develop the Chromosoid lining. You're safe from costly premature replacements. No more rust-clogged systems.



Schaub Systems use only proven super-SAFE Magnetrol pump control and low-water cut off. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. Magnetrol's tireless, friction-free magnetic force provides ultra-dependable switching action at all times. BOILER SAFETY KNOWS NO PRICE.

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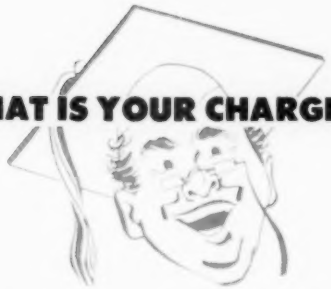
WHAT IS YOUR CHARGE SOAP I.Q.?



Q. WHAT IS THE NATIONAL CHARGE SOAP METHOD?

A. NATIONAL CHARGE SOAP METHOD *is the new and simple drycleaning procedure by which the solvent, once charged with the soap, retains a high quality of soil removal for a prolonged period.*

Q. HOW MUCH DOES NATIONAL CHARGE SOAP *MULTIPLY SOLVENT CONDUCTIVITY?*

A. NATIONAL CHARGE SOAP (N. C. S.) imparts an exceptionally high and stable conductivity to the solvent. The ½ % solution increases the conductivity of pure stoddard solvent almost 500 fold. This results in almost complete elimination of soil redeposition.

Q. WHAT IS THE BENEFIT OF THE *PERFECT SOLUBILITY* OF NATIONAL CHARGE SOAP?

A. National Charge Soap is so soluble in naphtha that it is not removed from the solvent by ordinary filtration or by the garments. Once introduced into the solvent, it imparts to it uniform and lasting soil removal ability which does not vary from load to load. This contrasts sharply with the conventional soaps which are often completely removed by filtration or absorbed by the garments even before a single cleaning cycle is completed.

Q. WHAT GIVES NATIONAL CHARGE SOAP *PERFECT CHEMICAL STABILITY?*

A. NATIONAL CHARGE SOAP is compounded of neutral materials derived from petroleum. Unlike the fatty acid soaps, National Charge Soap has no tendency to break down during the cleaning cycle or to impart any acidity to the solvent.

Q. HOW DOES NATIONAL CHARGE SOAP *LOWER CLEANING COSTS?*

A. When ½ gal. of NATIONAL CHARGE SOAP is added to 100 gals. solvent, concentration of the Soil Removing Component in the solvent rises to such a high level that it would require up to 10 times as much of conventional soaps to match it. This unique property of National Charge Soap enables the plant operator to attain a quality of dry-cleaning unmatched by conventional soaps, at a surprisingly low cost.

Q. HOW DOES NATIONAL CHARGE SOAP *SIMPLIFY CLEANING PROCEDURE?*

A. The continuous presence of a high concentration of Soil Removing Component and the stable, high conductivity which NATIONAL CHARGE SOAP imparts to the solvent greatly simplify the dry-cleaning process. Thus fabrics which do not require moisture (whites, sweaters, overcoats and many types of drapes) are cleaned beautifully by merely running the load on the filter for 15 to 20 minutes. This simple procedure combines the total effects of a break, soap run, and rinse with the added advantage of profitable time saving.

Q. HOW CAN *EXACT CONCENTRATION* OF NATIONAL CHARGE SOAP *BE DETERMINED?*

A. NATIONAL CHARGE SOAP TEST KIT enables the plant operator to determine within a few seconds the exact concentration of National Charge Soap in his solvent. It informs him how much of the soap he should add in case the solvent is undercharged. National's TEST KIT is the simplest and most practical kit for this purpose devised to date. It is furnished free with your initial National Charge Soap order.

NATIONAL N. C. S. CHARGE SOAP

WRITE TODAY for FREE BROCHURE!

Reveals the facts about a time and money saving method of drycleaning.

NATIONAL

NATIONAL CLEANERS CHEMICAL MFG. COMPANY

2807-11 W. Lake St. • Chicago 12, Ill.

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Ad Features Tape Measure

The important part played by the tape measure in a modern drycleaning operation was the theme of a recent eye-catching ad run by The Reliable Dry Cleaners of Harrisburg, Pennsylvania.

The copy in the ad (if your eyesight isn't equal to the fine print in the reproduction!) reads:

"Measuring is an important ingredient of a perfect drycleaning service. Yes, here at 'RELIABLE' each garment is carefully measured before and after any operation in which there is even the slightest hazard of shrinking or stretching. That is why your garments will always fit properly if serviced at 'RELIABLE'. A trial will fully convince you of our superior workmanship. Call us the next time any part of your wardrobe needs renovating. Thank you."

The ad was run in 3-column, 12-inch size.

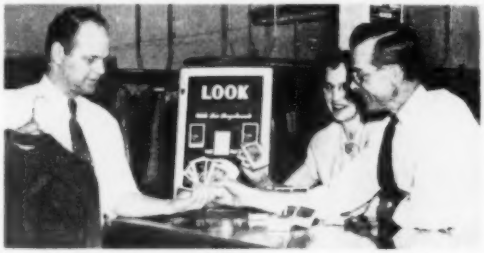
A Lot for a Little

Customers of Mouret's Dry Cleaners in Jeanerette, Louisiana, keep asking Mr. and Mrs. Lucien Mouret when they are going to open their cocktail lounge. The reason is a recent remodeling and redecorating job on the store and office of the plant, which has been at the same location for 23 years.

A light, cheerful, friendly effect was achieved by conventional and not too expensive means. Walls and ceiling are of white Celotex, the walls in a vertical design and the ceiling checkerboard. The floor is asphalt linoleum in a mottled pattern, and the furniture plastic and Monel. Furniture is arranged in a friendly semi-circle around a low round table.

The photomural over the davenport is in color; the green lawn adds to the general effect of coolness.

Card Coupons Open Doors



PLAYING-CARD COUPON plan is explained to customer (right) by Fay Kincaid and brother Lloyd Baird of Baird's Cleaners

With a door opener that results in over 100 phone calls a week, Baird Cleaners of Boise, Idaho, feels it has hit the promotion jackpot. On each call on a new customer the routeman presents a sample playing card, used as a coupon. He explains that for this coupon and 14 more, one given with each dollar's worth of drycleaning, the customer will receive a deck of plastic playing cards.

The cards come in two designs, each in one of two colors. This gives the customer a chance to get four different decks, enough for two complete Canasta decks. The cards cost around 97 cents a deck, and 20,000 of the sample card coupons cost $360.

There is a large playing card poster in the plant store and one at each branch. Routemen carry instruction folders telling how to obtain the gift decks. Each routeman also wears a lapel card giving his name and reading, "Ask me about the new plastic playing cards given free."

Each customer given a sample coupon card is checked on a master control list. All new-customer calls at which a sample coupon are placed are listed in a separate book and checked when the first order comes in. In this way the management has an accurate count on the amount of cleaning brought in per customer where the coupons are used, and can check back to see how much cleaning the customer sent in during a similar period before the coupon cards were used.

Between 1,000 and 1,200 customers are saving the coupons, and the number is growing. According to Mr. Baird, the cards do actually increase both the number of orders and the dollar total of individual orders. He doesn't know how long the results will continue but to date they have been surprisingly good.

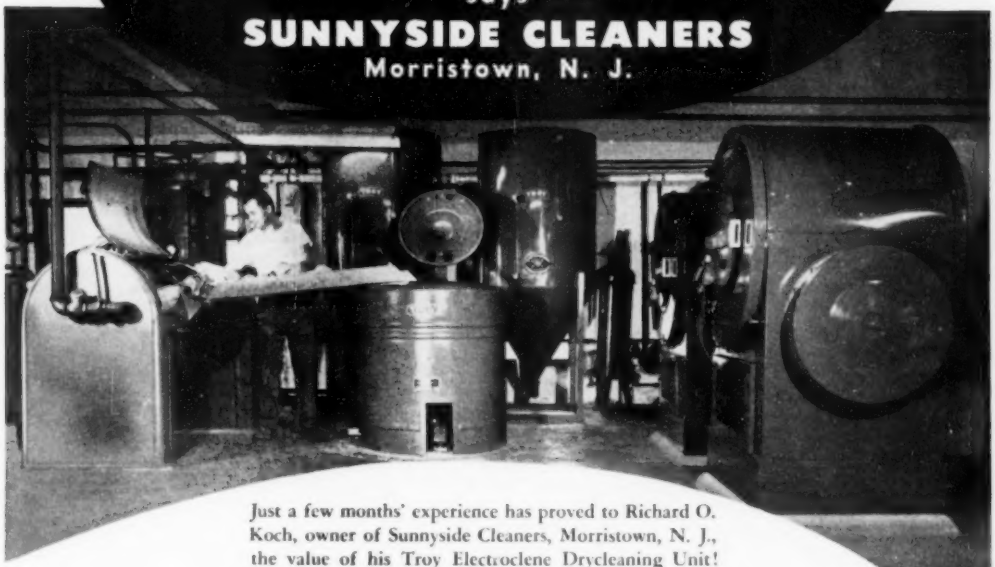
"OUR WORK LOOKS BETTER, THEREFORE

OUR BUSINESS IS BETTER"

says

SUNNYSIDE CLEANERS

Morristown, N. J.



Just a few months' experience has proved to Richard O. Koch, owner of Sunnyside Cleaners, Morristown, N. J., the value of his Troy Electroclene Drycleaning Unit! Here are more statements by owner Koch:

LESS TIME REQUIRED!

"We find that the cleaning room can process our increased volume of work in much less time."

BETTER QUALITY!

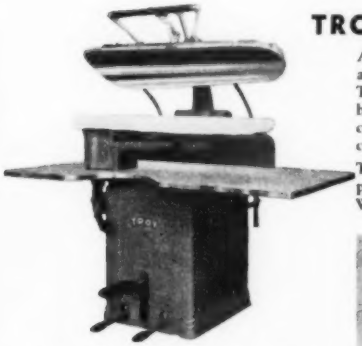
"Our real labor saving is made by the better quality of work we are getting. It is surprising how we have cut down on our spotting and most important on our wet cleaning."

LESS LABOR!

"Your tubular filter is wonderful. It saves us a lot of labor in not having to scrape screens and it eliminates the mess of cleaning out filter powder through the door."

BUSINESS BUILDER!

"With our new unit we are producing more work per week in about 6 hours less time."



Troy-Loyal tailor presses are available in 21 different models for finishing all types of garments.

TROY ELECTROCLENE DRYCLEANING UNIT

Available with capacities from 35 lbs. to 200 lbs. dry weight per load, for use with all types of petroleum solvents. Illustration shows 60 lb. capacity unit. Unit includes Troy Electroclene Washer, Troy Minute-Man Extractor, Troy-Olson Filter with vacuum button trap, Troy-Olson Still, Troy-Mercury Tumbler, above-ground tanks and supply, circulating and still pumps. Machines have individual explosion-proof motors and controls plus complete safety features.

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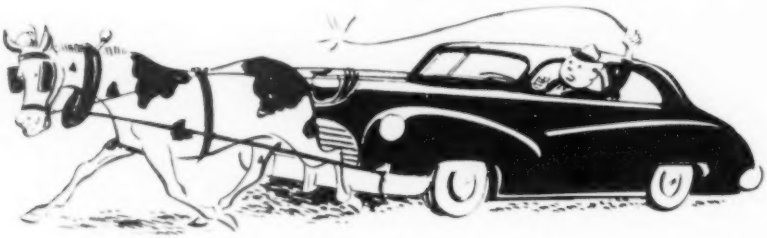
it looked great...but



. . . It's what's underneath that counts when it comes to performance. You'll find the same holds true in sponge rubber press pads. Many pads *look* like Arrow, but plant owners report no other pad equals Arrow quality, durability and performance. Arrow pads give better results at the lowest maintenance costs on record. Don't be fooled. Insist on the pad with the Arrow Trademark.

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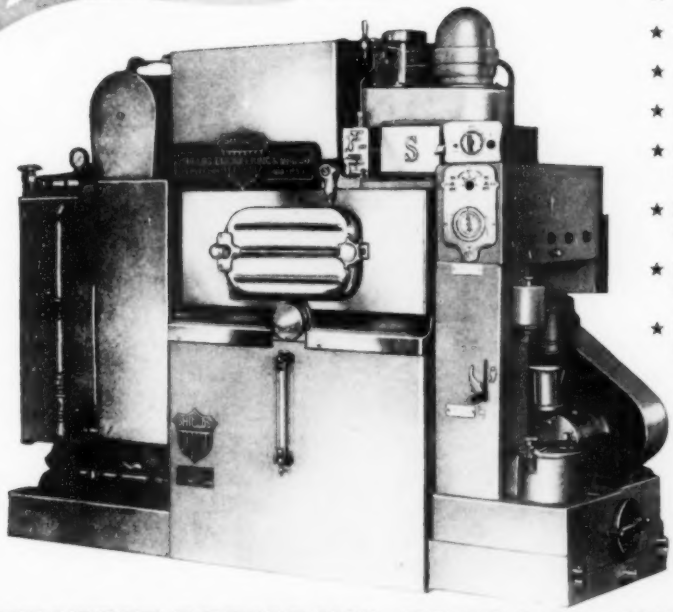

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Bathroom to Plant

SHOWER HEAD rigged up over scrub table proves convenient gadget in wetcleaning department of Vogue Cleaners in Lafayette, Indiana

Tags Tickets, Too

To assemble specials in a group by themselves would leave gaps on the assembly racks at the Gainesville Laundry in Gainesville, Florida, since invoices are in numerical order and the invoice number is transferred to the marking tag.

Since red marking tags are reserved for all specials, manager Saunders has a practice of having an extra red marking tag stapled to each invoice representing a special. As the assembler works over each lot on the racks these red-labeled invoices are staring her in the face. Regardless of the status of the rest of the lot, all those special invoices must be cleared on schedule.

A "Swordfish" Pleases Soldiers

"SWORDFISH" for opening trousers demonstrated by J. D. Woodward

A big khaki-trouser volume, both civilian and military, was doubled at Istrouma Laundry & Cleaners, Baton Rouge, Louisiana, by use of a simple gadget.

"We found," owner J. D. Woodward said, "that our customers liked to have the heavily starched khaki trouser legs opened so that they could be put on more easily. So we made ourselves a 'swordfish' and mounted it at the trouser-folding table."

The trouser-leg opener is made of 16-gauge ($\frac{1}{8}$-inch) metal plate. It is 40 inches long, 2 inches thick at the base and $\frac{1}{8}$ inch at the point. It is 4 inches wide at the point and gradually increases to a 5-inch width at the base. The device is mounted on a 2-inch pipe standard welded to a metal plate, which is bolted to the folding table.

At the folding table, the girl slips the top trouser leg back and the bottom leg over the swordfish which opens the leg. This opening procedure also gives the operator a chance to check the khakis for rips.

Faster and Better Belt Cleaning

BELT IS ROLLED by Cliff Morgan before placing it in nylon net for cleaning

Belt-cleaning time has been cut in half by a method developed by Cliff Morgan, Jr., at Morgan Cleaners in Decatur, Georgia. About a year ago he decided that hand brushing of belts was too slow. After three months of experiments he came up with a procedure which has now been used successfully for nine months.

Belts are first sorted, and those with glued covers on the buckle are put aside for hand cleaning. The remaining belts are rolled tightly starting with the buckle, which is held in the right hand, and wrapping around the buckle with the left hand.

Six belts rolled in this manner are placed in a corner of a nylon net. The corner of the bag holding the belts is firmly tied off on the outside with a cord. In the other corner of the bag six more rolled belts are tied off in a similar manner.

The bag containing the belts is then placed in the wheel and given a 10-minute solvent rinse, then extracted in the net, removed and hung to dry in the dryroom.

Mr. Morgan reports that having the belts rolled and firmly tied in the bag prevents mechanical agitation or rubbing on the buckle covering. Previously, when the belts were given a 10-minute run in the wheel without being rolled and tied in the net there was some damage to buckle coverings.

"By timing runs," Mr. Morgan says, "we have found that we can clean the majority of our belts in the wheel in half the time required by hand brushing. And we get a better quality job, cleaner than a hand-brushed belt and with no lining shrinkage."

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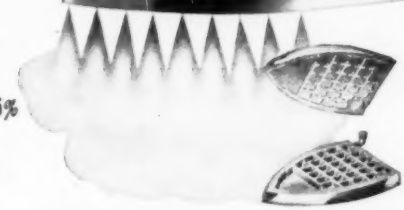

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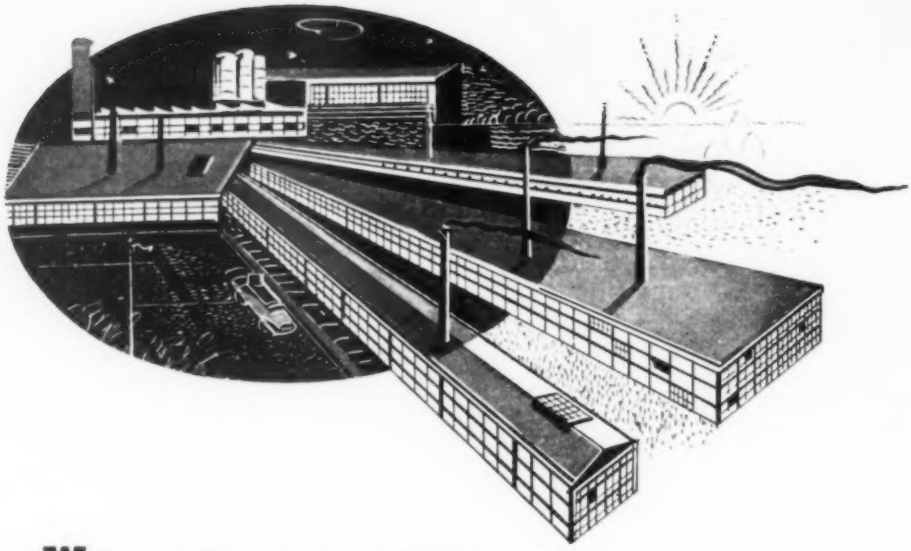

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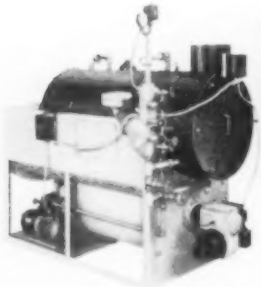

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EDITORIAL

Clean and Lean

The cartoon below by Lou Bellew may seem cute, but it isn't meant to be! There's a war on, and it isn't in Korea. It isn't between Democrats and Republicans, either. This war is between John Q. Public and the vested interests, whatever their labels and locations, that flout public welfare and democratic principles.

According to the late Mr. Webster, "vested" means "to clothe with authority, power, or the like," as well as "to put in possession so as to give an immediate and permanent right of present or future enjoyment." So vested interests are those people who have been given power—which they too often expect to "enjoy" and to be "permanent."

However, the blame for the enjoyment of these powers by the persons so vested must be shared by the "vestors"—meaning you and me. *We are the ones* who have created a climate in which the bloodsuckers thrive.

We have two great democratic privileges: to ask questions and to vote. We have representatives in our unions, in our trade associations, in our chambers of commerce, in our charities, but most of all in our governments—local, state, national and world. *Our* representatives are guided by *our* opinions.

The only trouble is that we give such representatives an opinion that too often sounds like "Ugh!" Or a stony silence! Working for people who don't say nuthin' can be pretty nerve-racking. So pretty soon your representatives turn to the people who *do* talk.

Of those who talk, the least vicious are the pressure groups. These range from sponsors of an unselfish cause, such as the prevention of soil erosion, down to leeches grabbing every possible nickel from public funds, such as the shyster schools that preyed on the VA and so meanly discredited the GI Bill of Rights.

Then there are those who talk with mink coats and deep freezes.

Our representatives as a whole heard the "voice of the people" at last November's elections when a record number of upsets took place at the polls. The implied mandate to clean house has been having a healthy effect on the political thinking since then.

But the "vested interests" have seen upsets before. They have also seen the murky waters close in again with not a ripple to mark where aroused public opinion sank without a murmer. Public opinion is quickly soothed by a few sacrifices or concessions, and public memory is short. The public will soon turn back to its habit of letting George do it.

Aroused public opinion must become a habit enforced by action. It means asking questions of all our representatives, whether Congressmen (what about the Hoover plan?), or aldermen, or school-board members. It means that union members should call for an accounting by their leaders (what's happening to your welfare funds, boys?). It means that businessmen should ask if *their* spokesmen are working in the public interest.

These questions must be backed with the authority of votes; not only the votes cast next November but those cast in the primaries. It means those votes cast at association meetings, union meetings, political committees, town meetings, or at any gathering for the purpose of making a joint decision.

Only we the voters can restore integrity as a basic requirement of office holding. Only we the voters can strip the fat from our governments and put them in good fighting trim!

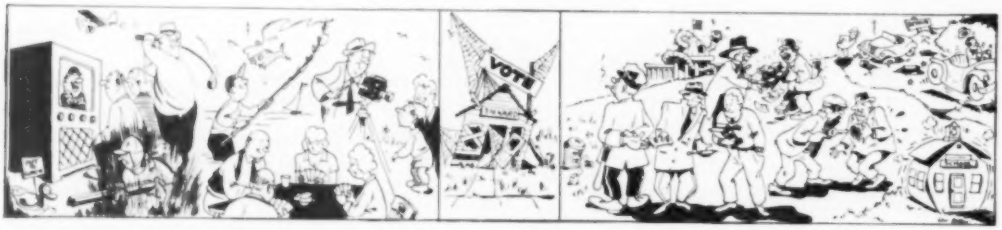
Sore Thumb

We are continually impressed by the impact of a paint job on the public. Cliff Ott of the Elite Launderers in Baltimore in a speech at the Pennsylvania convention told of the plant's experience with a "new" drive-in.

Elite has had a drive-in on one of the main thoroughfares of Baltimore for quite some time. Just recently it was decided to change it from a modest white to a screaming yellow. No other change was made outside of the paint job. Yet Cliff says that friends who have been passing that corner day in and day out ever since the drive-in was opened have been remarking to him that they had just passed his "new" drive-in.

We have always been interested in the stimulating effect that a good new paint job has on business. There is also another factor—contrast with a building's surroundings. The other buildings in the vicinity of the drive-in are probably also white. Among them the yellow would stand out like a sore thumb.

Cliff says his wife shudders every time they pass that store, but it attracts attention and brings in the business.



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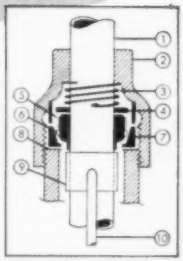

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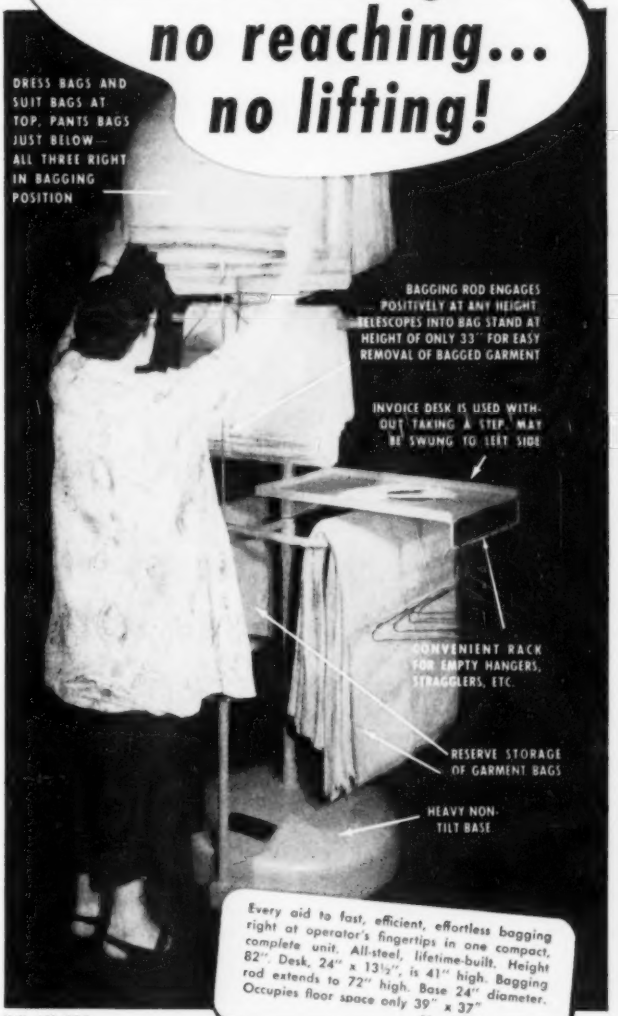
"The heavier the load, the tighter it grips." Bagging Rod (1) is engaged by "jaws" of three-piece clamp (5) with gripping power equal to "chuck" used on metal-working lathes. A ball bearing (6) in each "jaw" contacts slanting inner side of locking rim (7) under pressure from spring (3) and equalizing washer (4) to create rigid grasp on bagging rod. Slight upward push on release ring (9) attached to tripping rod (10) operated by foot pedal, separates "jaws" and allows rod to drop. The "Griptite"—contained in cap (2) of bagging stand and held in place by retaining ring (8)—is an exclusive BISHOP feature.

Bags MORE Garments FASTER with no walking... no reaching... no lifting!



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WOMEN DRIVERS who have sold New Method of Vancouver on their advantages over men. Left to right: Drivers Eveylen O'Rear and Larry Snoer, three years each; Kay Bowling, two years; Nina Thomas, one year; Morris Johnson, supervisor

Women Win on Routes

Three years' experience sells Northwest cleaner on superiority of women drivers

by LON FANALD

A VERDICT IN FAVOR OF WOMEN route drivers has just been handed down by Morris Johnson, route supervisor of New Method Cleaners of Vancouver, Washington, after consideration of the pro's and con's. While the employment of women, started three years ago, has been a success from the start, New Method has learned some cautions to be observed by any cleaner who plans to try female drivers.

FRAME FOR ROUTE FILE over dashboard of each truck. Each driver handles three routes

1. Don't expect the women to have the natural mechanical aptitude of most men drivers. With women, it takes a great deal more coaching on how to handle the truck.

2. If an applicant for a route job is a married woman, the husband should be interviewed along with his wife. The husband must understand fully what her job requires and the longest possible hours. When any potential family differences over the job are settled at the start, they stay settled.

3. All of New Method's women drivers are married, and three of them have small children. There has been very little trouble with the baby-sitter angle but it is something to be watched.

4. One of the New Method routes—a good one—covers a part of town where the driver contacts the rougher element. While there has been absolutely no trouble there, the firm is careful to choose the right type of driver for this area.

The "Ayes" Have It

That the pro's greatly outweigh the con's is proved by the fact that New Method Cleaners would not consider going back to men drivers. Mr. Johnson has a lot of advantages to list:

1. The woman driver has an "in" which the man driver cannot have. After a few months' experience on

BETTER HOUSEKEEPING of women shows up in neatly arranged drivers' room. Route files are brought here from trucks. Superintendent Johnson is checking customer-control record

a route, the women are invited to come into the homes. They make it easier for customers in this way because they can help get the bundles ready.

2. Three years' experience has proved that the women are much more dependable than men. The New Method drivers take a great deal of pride in being on the job every day, possibly to prove that they can do just as good a job as a man.

3. Women drivers are able to increase sales with less effort. Mr. Johnson believes this is because of their "in" and because they are more dependable.

4. The personal contact is much greater. Many more customers call and ask for Mary or Ruth to stop for an order. This shows up also at Christmas time when the drivers are remembered with small gifts by a large percentage of their regular customers.

5. It is easier to keep women drivers in uniform and to keep the uniforms neat and attractive. The women drivers take a great deal of pride in their uniforms.

The New Method drivers wear jackets and slacks made of Air Corps material in Air Force blue. They furnish their own slacks, which cost $22.50 per pair, while the company supplies the jackets and caps. These are made by a local uniform company at a cost of $35 to $40 for jacket and cap. The plant cleans the uniforms without charge.

6. Women drivers are easier to supervise, according to Mr. Johnson. They more readily accept the pattern of work and are more cooperative in carrying through.

This cooperative spirit shows up especially in contests. The women drivers are strong for all kinds of competition. According to Mr. Johnson, they pay a lot of attention to competitive records and work a great deal more than men to improve records. To stimulate the competition, the standing of each driver in dollar volume is posted daily. The comparative percentage weekly increase for each route over the previous year is also posted on a board in the drivers' room. The percentage gives a truer picture than dollars-and-cents volume increase.

7. Finally, Mr. Johnson says the women have a natural ability to recognize what can be done with a garment at the repair department. Therefore they sell more repair work than men drivers.

The drivers keep complete records on sheets which are a combination route log, driver's record and customer-control sheet. At the top of each sheet is the name, address and phone number of the customer, also occupation and any other pertinent information. Below are ruled sections for day-by-day and week-by-week records of business from the customer. The drivers write up their own invoices; one copy goes into this file and is later posted to keep up the customer-control record.

In each truck is a frame for the route file, made of $\frac{3}{4}$-inch plywood, 14 inches long and 7 inches wide, with file spindles in the center. The frame is held by two 1-inch pieces of flat iron welded to the top section of the instrument panel. The board is kept from sliding back and forth by small pegs in the metal pieces which fit into holes in the bottom of the plywood.

Women drivers are paid the same salary and commissions that were paid to men drivers.

When the plant first put on the women drivers, Mr. Johnson felt he should make arrangements so that loads would be smaller and the women would have less lifting. He soon learned the women can handle just as large loads as the men and seem to do it with more ease. Besides, they do not like being what they term "coddled."

All of New Method's women drivers except one have had experience working in the plant. It enables the driver to talk to the customer about cleaning and make what she says rings true. This, of course, would be an equal advantage for both men and women.

In deciding never to change back to men route drivers, Mr. Johnson said, New Method is not taking into consideration any possible manpower shortage. The decision is based on the fact that with the women drivers the plant is getting more volume with less effort on the part of management. ‡ ‡

PARADE FLOAT included station wagon, rug, rouleman in Oriental costume

Imagination Sells Rug Cleaning

Promotion with "amateur" touch builds pickup volume for new suburban plant

by WILLIAM R. PALMER

STARTING WITH ON-LOCATION RUG CLEANING in St. Louis shortly after the war, Earl E. Woodard now has a small (30-by-60-foot) rug cleaning plant in the suburb of Rock Hill, Missouri. The success of the venture Mr. Woodard credits, in addition to good conscientious service, to steady, low-cost promotion.

The most spectacular bit of promotion was the "float" entered in a parade of Rock Hill merchants. A lot of people stopped Mr. Woodard on the street or at social gatherings to comment about it. New and old customers alike have referred to the float at some time during their business dealings with the firm.

The company's station wagon, as shown in the picture, was tricked out in streamers and a couple of signs. On top was tied a 9-by-12 Oriental rug, with the front ends rolled back far enough to permit the driver and passengers to see out. Seated in the middle of the rug was Woodard's truck driver, in what passed effectively for Oriental garb. (If the reader really wants to know, the youngster at the right of the picture is about to throw rice, not rocks.)

However, most of the promotion has been through direct-mail advertising. Rock Hill and the surrounding communities consist mainly of homes from the upper-income brackets. All the homes in selected sections are sent direct-mail material from time to time by the office girl. Although this is a fill-in job, the girl's handling of the phone and bookkeeping leave her enough time during the week to keep up a steady flow of direct mail.

One particularly effective piece was a simple letter on good stationery with an attractive red-and-gray letterhead:

> **FOR SUMMER CLEANING—we offer the following services:**
>
> **Cleaning of tacked-down carpeting by experienced personnel (while you're away if preferred).**
>
> **Oriental rug washing and storing.**
>
> **Cleaning of porch rugs and cushions.**
>
> **Cleaning of upholstered furniture.**
>
> **We have located our plant in St. Louis County in order to facilitate prompt and efficient service anywhere in the county or within a five-mile radius outside the county.**
>
> **Please feel free to call us for a quotation or for further information about our service.**
>
> **Very truly yours,**
> **(signed) Earl E. Woodard**

Notice there is nothing flashy or fancy about the letter. Yet it pulled better than other letters that were much more pretentious. We suspect this was because, first, the letter was seasonal and timely, and second, it was apparently nonprofessional.

Mr. Woodard lays some stress on this "amateurishness" in his printed material. He thinks the average customer feels high-pressured by promotion pieces

Come Visit Us... Find Out How You Can Offer Your Customers Better Dry Cleaning at Lower Cost...

We have the only *complete* dry cleaning program designed to get and hold more business for you! Nowhere else can you get such versatility in dry cleaning . . . a complete engineering service . . . a national advertising campaign to strengthen your local reputation . . . free newspaper ad mats . . . and merchandising kits to spark-up slump months. See us in St. Louis or write today for the complete facts on what Sanitone can do for you!

APPROVED SANITONE SERVICE

SANITONE DRY CLEANING SERVICE

DIV. OF EMERY INDUSTRIES, INC., CINCINNATI 27, OHIO

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SMART FRONT contrasts sharply with usual rug cleaning "factory"

that are too slickly gotten up. Fancy stuff seems to automatically raise a degree of sales resistance that an amateurish piece containing the same information doesn't encounter. At least, Mr. Woodard's simpler creations seem to pull better.

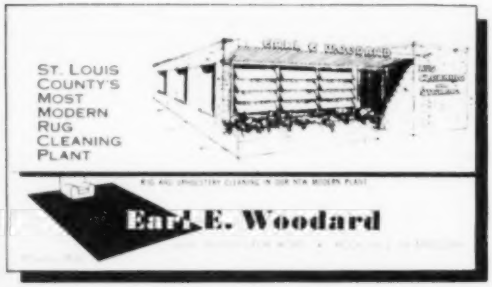
An example is the blotter illustrated here, used just a year ago. Off-white, it was printed in green, except the words "holiday house cleaning," "Woodard's," and "Sterling 7255," which were in red. It measured $3\frac{1}{4}$ by $6\frac{1}{4}$ inches. The illustration was done offhand by the artist at Mr. Woodard's instruction. Here again there was a seasonal suggestion, and the blotter pulled very well.

Mr. Woodard's favorite mailing items are 6-by-$6\frac{1}{4}$-inch pieces on heavy coated stock. This piece folds over $2\frac{1}{4}$ inches at either the top or bottom to fit the smaller size envelopes. When folded, the piece gives one sales message, and when opened it gives another.

Mr. Woodard can directly credit comparatively little business to this type of mailing piece, but since he doesn't use it in the seasons he feels it serves well as institutional advertising. In sections that have received several pieces over a period of time (such as 18 months) he can notice a greater increase in volume than outside those areas.

The Woodard plant is one of the most attractive rug cleaning establishments we have seen. The brick is in various shades of red. There is a tremendous flower "box" under the office window. The windows are of the tropical type with three narrow sashes that open outwards at the bottom in each of the three sections.

An indirect form of advertising is the delivery of



Top: FOLDED PIECE advertises new rug cleaning plant. Above: OPENED OUT, it describes services, shows trademark of bird sweeping doorstep

OFFERING CARPET for sale results in a little volume, which is handled as an agency for dealers, gives prestige as a rug cleaner

AMATEURISH BLOTTER outpulls fancier mailing pieces

cleaned upholstery in pliofilm delivery covers purchased from department stores. Mr. Woodard needs only a few of these since they are taken off and brought back to the plant after delivery.

The front of the plant is lit up at night (first caught our attention as we drove by the night before). A large green-and-orange neon sign enables the plant to compete for attention with some rather brilliant displays on each side. Since Manchester Road in Rock Hill is one of the main suburban highways of St. Louis, the Woodard plant receives plenty of comment.

With every year showing a substantial increase over the previous one, Earl E. Woodard believes it pays for a rug cleaner to advertise. # #

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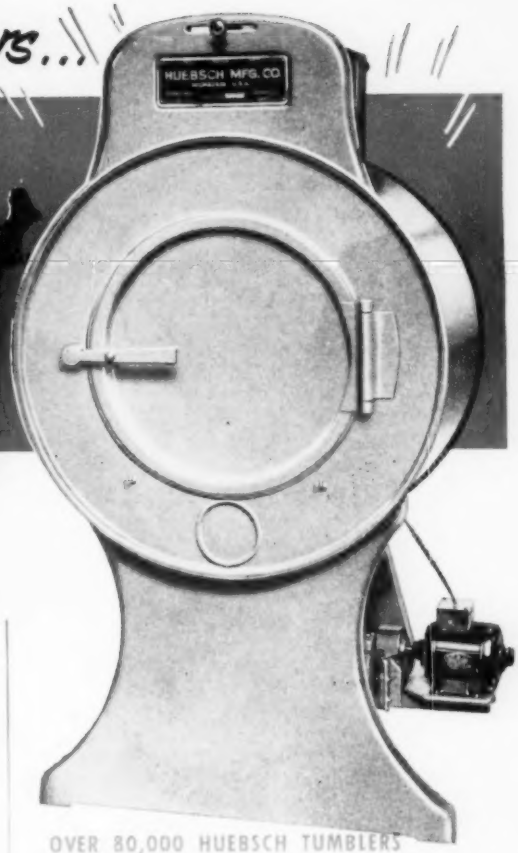
and STILL

AMERICA'S OUTSTANDING PERFORMER



HUEBSCH

OPEN-END

TUMBLERS

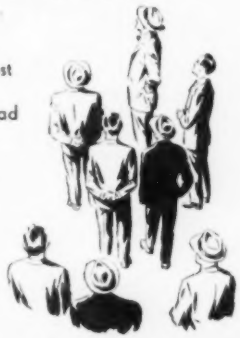
● Introduced in 1932, Huebsch Open-End Tumblers promised to revolutionize the laundry and dry cleaning industries. *They have.* Today, with more than 80,000 in use, Huebsch Tumblers are *standard equipment* all over America.

Huebsch Tumblers meet the demand for efficient dryers that cost little to obtain and little to maintain. You are not asked to pay a high price for unnecessary gadgets, expensive chrome plating or dirt-catching streamlined envelopes. You pay only for performance—and Huebsch gives you *lots* of it.

That's why Huebsch has made and sold more tumblers than all other manufacturers combined—and that's why it will pay you to ask your Huebsch representative for complete details. Or write us direct.

OVER 80,000 HUEBSCH TUMBLERS IN USE! HERE'S WHY:

- Faster drying at lower cost
- Easier and faster to load and unload
- Low initial cost, low maintenance cost
- Choice of four sizes:
  36"x18" 36"x24"
  36"x30" 42"x42"



HUEBSCH Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper and Ironer • Garment Bagger • Cabinet and Garment Dryers • Washometer • Hosiery Ironers • Spring-Type Filter.

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., Milwaukee 1, Wis.
Division of THE AMERICAN LAUNDRY MACHINERY CO.

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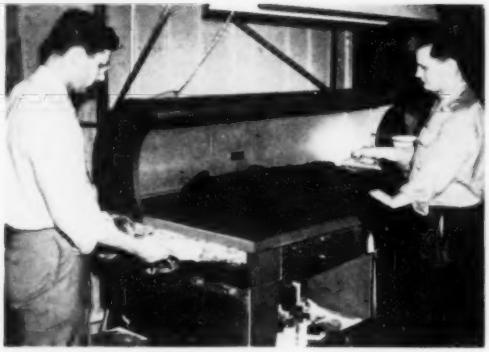
CAREFUL INSPECTION is given to all garments received before they are moved to vault



AIR BLOWING of garment removed from vault is important step in preparation for fall delivery

How To Inspect Fur Garments

Storage for the Drycleaner, Part IV: Steps to take on receipt and delivery

by JOHN J. MARTIN

PROPER INSPECTION of garments makes or breaks a storage vault operation. Original inspection for defects, according to most experts, must be completed before full responsibility is accepted. Again, when the garment is being prepared for delivery, there should be a second careful inspection.

The word "responsibility" shows the most significant aspect of an inspection, in a customer's eyes. It is the nature of the customer to feel completely absolved of all responsibility just as soon as her garment has been taken for storage. It is also the nature of most customers to forget the condition of their garments during the time they are out of their hands.

The customer will never believe that the burn or rip or faded spot was there before her valuable fur was sent to the vault. To prevent any such misunderstandings, the drycleaner should provide for a careful inspection and agreement on garment condition.

The routeman may accept the coat "subject to plant inspection." Or temporary receipts, previously discussed, might be used to allow inspection before the final "contract" is agreed upon.

What should the inspector look for as he examines a fur garment? These are the most common defects:

1. Moth damage. In appearance about the same as moth-eaten wool pile fabric. If advanced, it will cause shedding or bare spots. Part the fur with a comb to spot this type of defect.

2. Shedding. Fibers fall from the fur when it is handled, either because the fur is old or because of its nature (all cat furs shed naturally). In either case, this shedding should be noted.

3. Rips and holes. Check especially across the shoulders, around all pockets and the armhole areas. Linings are subject to much strain in these places.

4. Worn fur. For this condition, edges of the front and collar, the seat back, and back of elbows should be examined carefully.

5. Burns. Cigarettes especially, as well as other types of accidentally applied heat, will result in hard leather and puckering of the fur toward the burn. Look for puckers and hard sections.

6. Dry, papery pelts. Natural oil has been taken out by some means, resulting in crackly, sandy, very white leather. If moistened, it is liable to disintegrate. (A good way to inspect pelts, seams, stays and interlinings is to rip a section of the lining loose at the bottom. This gives free access to the inside.)

7. Faded, dull lining or fur. Careful note should be made of any color change. The customer notices first color and luster, and those are likely to be the first things she kicks about.

Recording Defects

The results of careful inspection should be accurately recorded, and the customer promptly informed of any defects found in her garment.

There are many systems of handling inspection detail and paperwork. Descriptive notes are sometimes attached to invoices. Check lists, prepared forms and charts are also used.

One system in use offers a dual advantage. First, it is a visual-aid device for recording defects accurately, and second, it can be used to inform the customer of inspection findings.

A strong cardboard tag, about 3 by 6 inches, is prepared, with a string looped through a reinforced eyelet at one end. On one or both sides of the tag are outline drawings of the front and back of a standard fur coat. These drawings should be large enough so that the location and extent of any defects can be marked with a red pencil. To provide for defects re-

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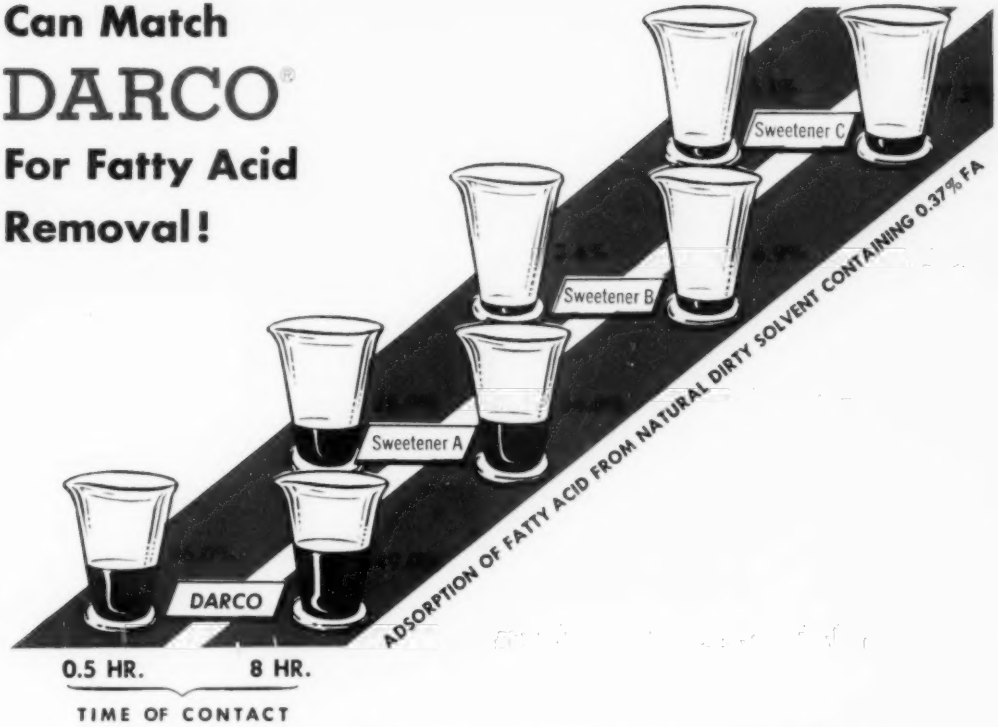

Look at these figures! See for yourself why Blue Label Darco gives you *quality* drycleaning every time—sweet-smelling work that pleases your customers.

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Once a Day EVERY DAY

THAT'S NOT ALL! Darco makes a clean sweep of *all* trouble-makers that foul your solvent—colors, odors, fatty acids. And it makes no difference whether you use Stoddard or synthetic solvent. Remember! When you start the day with Darco in your filter you wind up at the end of the day with crystal clear solvent—and a bigger output of better work.

See your Darco distributor *now*. And write for the Blue Label Darco instruction card.

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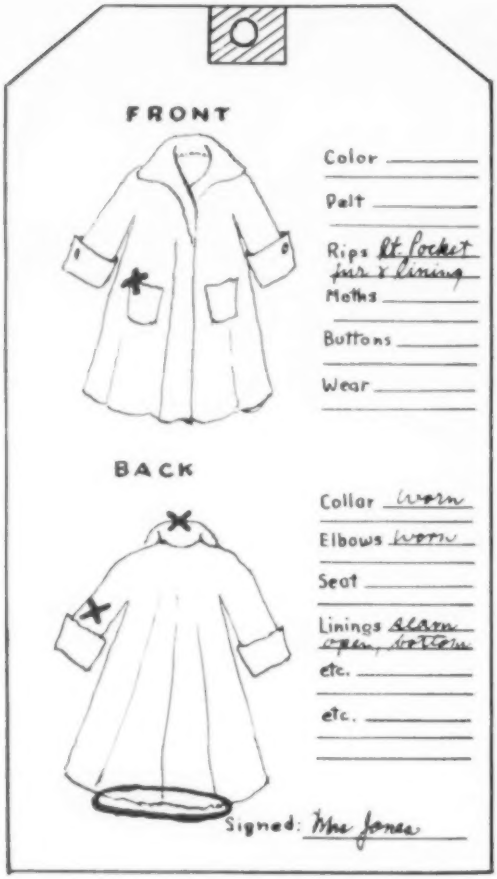

ILLUSTRATED TAG provides quick and easy check list for defects

quiring more explanation than the red-pencil treatment, a check list with room for comments should be set up beside the outline drawings.

When the routeman makes a pickup for storage, he should say something like this: "Mrs. Jones, before we accept responsibility, we must have our furrier (or manager or superintendent) look the garment over for possible defects. We realize that this coat is one of your most valuable garments, and we want to make sure that it is handled properly. I'll have the office call you as soon as it is inspected."

If the coat is inspected and no damage is found, it can be processed and stored immediately. But if the inspector finds that moth-eaten spot or worn edge or other damage, the defect is noted on the diagram tag. Then a plant representative should call on the customer to have her acknowledge the condition of the garment by initialing or signing the tag. The diagram tag, initialed by the customer, gives the desired accurate record and is undeniable proof of pre-storage defects.

It might be said that this call-back process is time-consuming and too costly. It should be remembered, however, that the great majority of coats sent for storage are in good condition. They can be fumigated and stored immediately. Comparatively few will require a call-back.

That call-back, incidentally, is often used by plants that have a profitable sideline in fur repair and remodeling to sell this service when the acknowledgment is made.

Preparation for Delivery

Getting garments out of the vault presents almost as many problems as getting them in. Incoming storage usually runs over a season that lasts for weeks or months. Outgoing storage, on the other hand, has a short, hectic season that is usually brought on by the first cold snap in the fall.

The drycleaner who does not prepare in advance for this comparatively short delivery period can easily be swamped by the rush, defeating all his efforts to smoothly coordinate construction, vault conditions and proper handling of garments and paperwork.

One well-known authority lists these seven steps of *advance* preparation for the fall delivery rush:

1. A full check, or if this is not possible, a spot check on locator files. If inaccuracies are revealed, make corrections throughout.

2. Review repairs with a spot check while the location check is being made. Be sure ordered repairs have been completed, and note any additional opportunities to sell repairs that might have been missed. This amounts to a final inspection.

3. Close hanging mats fur coats, and sometimes there is dust in brand-new vaults. Arrange two or more work tables near the entrance to the vault. Bring compressed air lines to these tables. Use an air suction table with a horizontal air duct to dress up the garments.

Put garments on the tables and blow them vigorously with compressed air. Next place them in the horizontal suction chamber for an over-all fluffing and air cleaning. Placed carefully on a hanger, the coat is then ready for delivery.

4. Train personnel to operate the equipment used in step 3.

5. Supervise. Alert supervision brings routine workers to their toes, and can actually make or break spot inspections or air cleaning.

6. Advertise the suggestion that customers give a week or 48 or 24 hours' notice before the desired delivery date. This should be expressed as a friendly suggestion. The statement that time is necessary to air-clean coats arouses personal interest and assures better cooperation.

7. Instruct office and route personnel in the proper methods of handling valuable fur garments. This should be done so that the garment will not suffer after all work has been completed, and so that the customer will get the proper impression of care when she sees the routeman handling her coat. # #

This article completes the discussion of systems and technical operations of the vault itself. The final chapter of this series, to appear in the March issue of NATIONAL CLEANER & DYER, will take up the important subject of business management of a storage vault. It will include the answers to such questions as: How much does it cost to store a single garment? How much does it cost to store 5,000? What is the profit when the vault is two-thirds full? How many garments must you store and at what average income per garment to break even?

SIMPLEST, Push-Button DIRECT DRIVE WASHER

The WESTERN
MODEL 500
DIRECT Motor Drive

Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.

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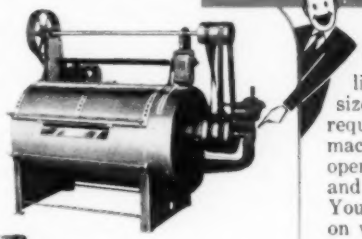

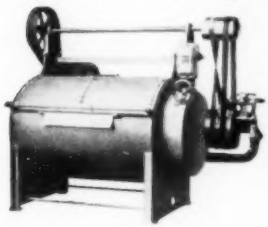

Western Model 50
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Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.

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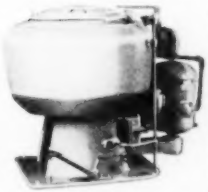
Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

Western Laundry Machinery Company
NORTH KANSAS CITY, MO.

10th & Fayette, Dept. NC, North Kansas City, Mo.
Please forward details on Western equipment as checked:

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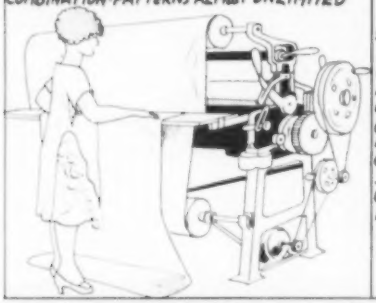
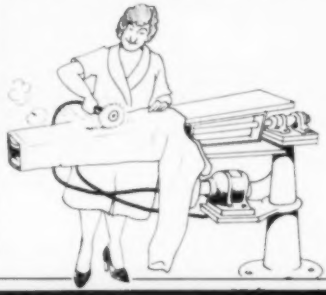
NEW AUTOMATIC PLEATER MAKES PLEATING SERVICE PRACTICAL AS WELL AS PROFITABLE ... TURNS OUT SEVEN SIZES SIDE & BOX PLEATS, COMBINATION-PATTERNS ALMOST UNLIMITED



Shades of 1952

NEW YORK TIMES QUOTES FROM SECT HOOVER'S ANNUAL REPORT: ...1925-26 SHOWS ALMOST NO UNEMPLOYMENT; WAGES ARE AT NEW PEAK.... PROSPERITY OF NATION NEVER SURPASSED; COUNTRY HAS BEEN ABLE TO MAINTAIN HIGHEST STANDARD OF LIVING IT HAS EVER KNOWN. ...VOLUME OF PRODUCTION AND CONSUMPTION EXCEEDS FIGURES FOR WAR PERIOD... REPORTS CONDITIONS ABROAD ARE ALSO MUCH IMPROVED.

CLEAN THAT HIDDEN DIRT!.....IMPROVED DRY CLEANING SERVICE BUILDS BUSINESS, INCREASES PROFITS...DEVICE CLEANS LINT & DIRT FROM TROUSER SEAMS IN 60 SECONDS!



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USE OF DIRECT MAIL IN 1942 IS URGED... POSTCARD SOLICITATION OF 1000 SELECTED CUSTOMERS COSTS ONLY $1.20

LOS ANGELES (WITH MOST POVERTY) SHOWS YEARLY PER CAPITA CLEANING COSTS OF $6.20...WHILE CANTON OHIO (MOST WEALTHY) SHOWS $3.20...
[LOS ANGELES CLEANERS DO BETTER SELLING JOB]

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NEAR-NEW SOLVENT PLANT, NEAR LARGE CITY, "RESORT AREA"... FINEST CLIMATE IN U.S. PRICE INCLUDES LAND, BUILDING, AND THREE NEW AXE HANDLES ... TREMENDOUS OPPORTUNITY FOR RIGHT MAN... ESTABLISHED 1903, FINE REPUTATION, ADDING NEW CUSTOMERS EVERY MONTH. DON'T WRITE UNLESS YOU ARE ABLE TO HANDLE $70,000 DEAL..ONE HALF CASH!

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

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Dry WATER REPELLENT

For use on *All* fabrics and with *All* dry solvents

- Use at the ratio of 1 gallon of **DUBL-DUX** to 20 gallons of any dry solvent.
- A **DUBL-DUX** Repellent Bath remains completely soluble, without agitation, at any temperature above 45° F.
- Can be used over and over again without loss of its concentration.
- 100 per cent soluble.

A **DUBL-DUX** Water Repellent Bath retains its complete solubility without requiring daily reheating.

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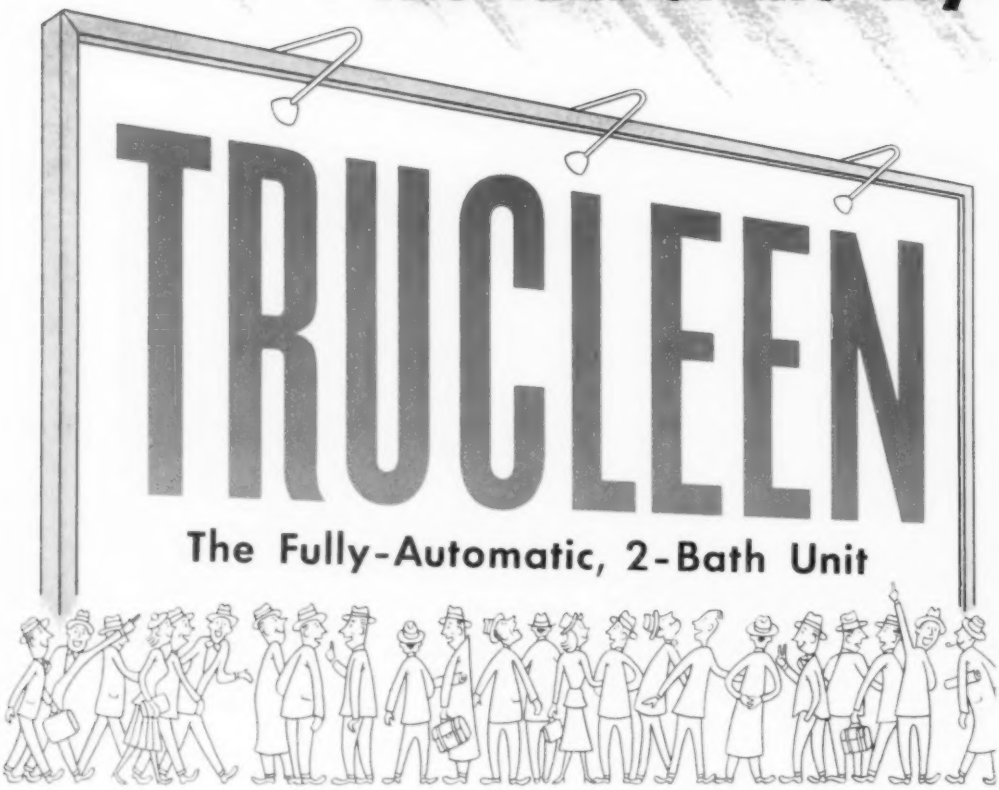
The talk of the dry



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- **Super-Strong Soap Solution*** gets right after dirt for deep-down, thorough cleaning . . . **you do your pre-spotting in the Wash Bath.**
- **Separate Wash and Rinse Baths,** each continuously filtered at the rate of 100 gals. per minute, assure very best cleaning.
- **Rinse Bath Continuously Filtered and Distilled** for brighter, super-

*Up to 6% soap solution can be used in the Wash Bath.

See the TRUCLEEN Dry Cleaning Unit in our display (Booths 101 & 103) at the N.I.C.D.

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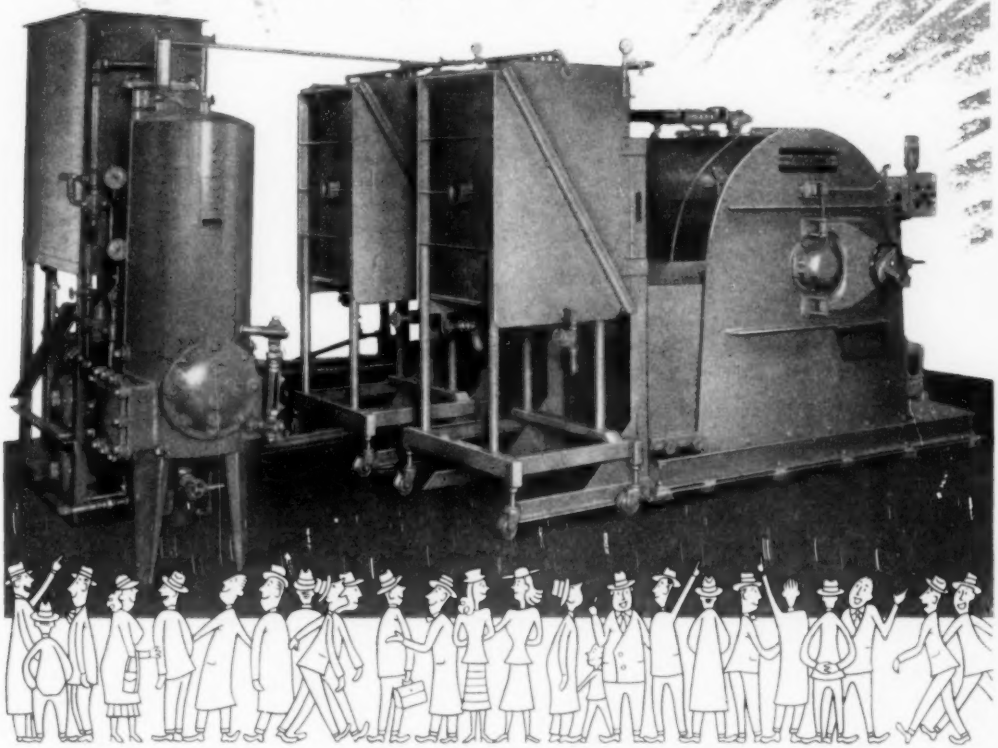
cleaning industry . . .



STRONG SOAP SOLUTION

quality cleaning of all types of work.

- **Washes, Extracts, Rinses and Extracts** in one straight-through, automatic cycle.
- **Simple, Electro-Pneumatic Control** automatically performs all operations, without operator attention.
- **Amazingly High Production . . .** Cleans 150 lbs. of 3 different classifications of work per hour at the same time, without redeposition of soil.

Convention in St. Louis, Feb. 7-9.

WRITE TODAY . . . for illustrated literature on TRUCLEEN, the fully-automatic, 2-Bath Unit that's the talk of the dry cleaning industry.

DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

AMERICAN CLEANERS EQUIPMENT CO.

CINCINNATI 12, OHIO

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How To Use Consumer Leaflets

Tips for making the most of educational folders, with instructions for low-cost counter displays

CONSUMER-EDUCATION LEAFLETS have to be read if they are to serve the purpose for which they are intended. Perhaps the easiest and most direct way for a drycleaner to get them into the hands of his own customers is counter display. Unfortunately, "display" too often consists of leaving the leaflets in untidy heaps on the counter, with nothing to induce the customer to take one and read it.

To stimulate effective display, along retail-store lines, of the leaflets published by the National Institute of Cleaning and Dyeing, Dr. Dorothy S. Lyle has worked up a series of ten attractive racks. All of these units can be made at small cost, largely with dime-store materials, plywood, paint and the amount of manual dexterity almost any cleaning-plant staff can provide. Instructions for making the ten suggested display units are given below.

There are many other ways of getting the leaflets into the hands of a plant's customers. One is by punching holes in the corner and slipping them over hanger hooks. Some cleaners staple or tape the leaflets to garment bags, others use them as statement inserts, some have the routemen hand them out on calls.

The NICD leaflets, as well as those put out by various state and local associations and even some individual drycleaners, can be handled like other forms of promotional material. They are used as copy for newspaper and direct-mail advertising, and as source material for radio and TV programs. They can also be used to measure the response to broadcasts, either straight advertising or the institutional type. Many cleaners have found them useful in adjusting customer claims.

Of course, the specific purpose of consumer-education leaflets is to inform the general consuming public on the problems and accomplishments of the drycleaning industry. Backed by the authority of the NICD or a state or local association, the leaflets are particularly effective when distributed to high school or college classes, to club groups, through home demonstration agents. Another valuable method of distribution is at fair booths, home-show or 4-H club exhibits.

Covering a range of subjects including unserviceable fabrics and trimmings, properties of new fabrics, tips on buying and caring for apparel and household items, shrinkage, colorfastness, dangers of home drycleaning, consumer-education leaflets can be an important force in improving the public attitude toward the drycleaning industry in general—to say nothing of making life easier for the individual drycleaner. But whether counter-displayed, as in the racks illustrated here, distributed to customers or to the general public, *they have to be used* to do a job. # #

How To Make Display Units

1. Souvenir wooden card rack. Get card holder from dime store. Insert cardboard or masonite strip across bottom to form floor or base. Insert masonite wedge on each side of interior to hold leaflets upright. Total cost $1.29.

NOTE: For each of the 10 displays described the total cost includes painting the holder and lettering "Take one" or similar phrase. Have all displays in colors that harmonize with store interior.

2. Plastic napkin holder. Get plastic napkin holder from dime store. Mount at angle on wooden base measuring 3¼" x 5". Cut two pieces of wood measuring 2" in front, 2½" in back, 1½" wide. Place on each side of plastic holder to form pocket. Cut piece of wood 5" x 1¼" for "Take One" instruction plate; mount at angle from base to plastic holder. Total cost $1.10.

3. Brass wall pocket. Get copper or brass wall pocket from florist or gift department. Mount on wooden block 6" x 4½". Brace wall pocket with support 5" x 1". Cut instruction plate 6" x 1½", mount at angle from base to plate. It may be necessary to insert wooden blocks in wall pocket to form pocket to

SOLTEX

Has Stood the Test of Time

SOLTEX has been made on the same principles for eleven years, while about every year or less others have offered you some new "miracle" product or process.

WHAT HAS HAPPENED . . . to the first so-called "concentrate" dry cleaning detergent at a long price, with which you could make a barrel of soap with one gallon by just adding solvent and water? and to other long price "concentrates" which have come along since? Were they thinking about your customers?

WHAT ABOUT . . . the many others that have come and gone, although they laid claim to being different than anything else and that they could produce miraculous results? Were they thinking about your customers?

SOLTEX is made by the oldest exclusive manufacturer of drycleaning chemical products in the United States, and is still unexcelled for producing top quality results at low cost in any system of drycleaning, including the Strong Soap or Charged System, without odor, filter or distillation trouble and it has many special applications: Sizing in drycleaning, blood removal, "B.O." removal, hemline removal, elimnating wetcleaning of pants and other washables, softening of steam hardened furs, also makes a regular prespotter and a leveling mixture for use in steam prespotting . . . and YOUR customer is considered FIRST.

PRICES

55 gallon drum	Per Gal.	$1.30
30 gallon drum	Per Gal.	1.40
15 gallon drum	Per Gal.	1.50
5 gallon can	Per Gal.	1.70
1 case (4 gallons)	Per Gal.	1.80

You can prove it at our risk for we will ship you one case (4 gallons) of SOLTEX by prepaid freight and if you don't find SOLTEX the best all-around drycleaning detergent you ever used we will cheerfully cancel the charge. You can't lose! Write today.

See Us At N.I.C.D. Convention
St. Louis, Feb. 7-9, Booth 51

RIVERSIDE MANUFACTURING CO.
4919-27 CONNECTICUT, ST. LOUIS 9, MO.

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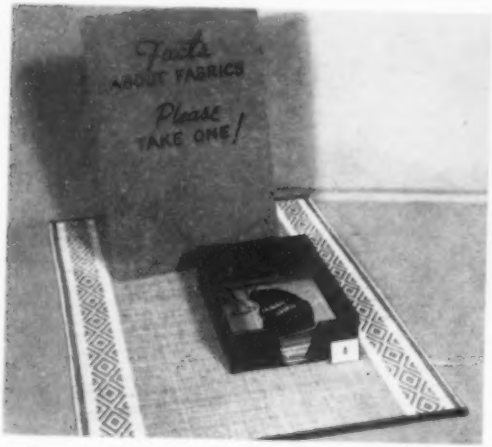
accommodate width of leaflets (MCD leaflets 3¼"). Total cost $2.50.



4. Paper note holder. Get from stationer's paper note holder measuring 4½" x 6½" x 1½". Have counter sign 7" x 11" made by commercial sign company. Select harmonizing reed place mat from linen department and arrange as pictured. Total cost $4.06.

5. Plastic festoon drapery rings.

Cutting:

a. Cut base 9¾" x 5¼".
b. Cut two triangular strips measuring 9¾" long x 1" x 15/16" x 3/16".
c. Cut three dividers 1¼" wide, 2" high at back, 1¾" wide at front.
d. Cut back measuring 9¾" wide, 8¾" high. Shape top into graceful curve.

Assembling:

a. Join back to base at angle, 1½" from back edge of base. Brace with one of two triangular strips.
b. Place second triangular strip 1½" from front of base.
c. Place one divider in center of base between back and front strip. Place second divider 3¼" from center divider to form pocket. Place third divider on side and 3¼" from center to form second pocket.
d. Get pair of plastic festoon rings from drapery department. Drill hole in ring and mount with brad into front strip. Each ring forms front of each pocket. Total cost $2.50.

6. Automobile dash-pak.

Cutting:

a. Cut base 9⅝" x 6½" x ¾".
b. Cut back from ⅛" plywood 8¼" wide so that top measures 13¼", bottom 9⅝".
c. Cut two angle supports 1½" wide, 4½" at front, 4" at back.
d. Cut three dividers 2" x ⅜" x ⅜".

Assembling:

a. Join back to base by bracing with two angle supports. Back should join base 3" from front edge of base.
b. Place center dividers in center of back, 2½" from bottom of base.
c. Place two remaining dividers 3½" from center divider, 2½" from bottom of base.
d. Get plastic dash-pak from automobile accessories store. Remove suction cups. Cut ends off of plastic dividers. Drill hole in center of bar and screw into center divider. Glue to side dividers. Total cost $2.11.

7. Plastic "deks."

Cutting:

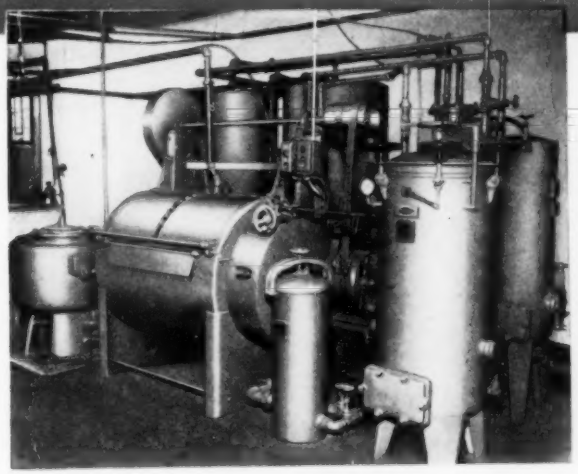
a. Cut front 12" x 4" from ⅛" plywood.
b. Cut back 12" x 9¾". Shape top of back into graceful curve.
c. Cut two sides or ends 2¼" x 4".
d. Cut two dividers 2¼" x 2⅜".
e. Cut bottom 2¼" x 11¾".

Assembling:

a. Join two ends to front piece.
b. Join front and ends to back.
c. Insert bottom 1¼" from bottom of front and back sections.
d. Insert two dividers 3½" from each end to form three pockets.
e. Get three plastic deks from drapery department. Mount each on front panel with upholstery tack. $1.80.

(Continued on page 58)

Now . . . Choose the *NEW* BUTLER *Safe-T-Thrift** UNIT for 140°F Solvent



More Quality Features at Lower Cost

Specially designed for a complete cleaning operation with high flash petroleum solvent, the new Butler Safe-T-Thrift Unit actually costs less than other makes . . . yet Butler gives you these extra advantages . . .

- Each piece of equipment *individually* motor driven for greater efficiency.
- Filter equipped with either pump suction or Air Cleanout** for solvent savings.
- Entire unit needs only small space.
- Filter available with or without scraper.
- Butler Still (optional) has only automatic water temperature control approved by Underwriters' Laboratories.
- Approved for flexible installation.
- Installed by factory-trained servicemen . . . with complete instruction in operation of the unit for you and your employees . . . at no additional cost.

For further information on the complete 140° F Safe-T-Thrift unit that costs less and gives you more, ask your Butler representative . . . or write today for information.

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SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING-WASHERS

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how better plant care can double your profits—

in the one and only

GUIDEBOOK

OF THE

Drycleaning Industry

N. I. C. D.
CONVENTION GUIDE—

full details of program and exhibit plans for annual convention of the National Institute of Cleaning and Dyeing to be held in St. Louis, February 7-9.

operating guide:

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

buyers' guide:

CLASSIFIED DIRECTORY, listing all kinds of drycleaning equipment and supplies and manufacturers of these products, arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

THE DRYCLEANER'S GUIDE TO GOOD MAINTENANCE

Tells How to Cut Wear and Tear, Reduce Wasteful Losses and Make More Money

There are literally hundreds of places in the average drycleaning plant where "wear and tear" nibble at the profits. Added together they can actually wipe out a plantowner's "take-home pay." How to increase that take-home pay is explained in full in the February 1952 Guidebook of the Drycleaning Industry. This spotlight on the darkest corner of plant management will be most useful in this period of persistent shortages.

Who performs maintenance
Who's responsible for maintenance
What tools are needed
Schedules for regular care
Records and reports
Wage incentives for maintenance crew
Lower production costs
Less supply loss
Reduced power, light and heat expense
Cuts in building overhead
Slower machinery wear
Better sales equipment
Easier administration
Planning layout for maintenance
Effect on employees and customers
Reduction of insurance

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

FEBRUARY 1952 ISSUE OF THE

NATIONAL CLEANER and DYER

304 East 45th St.
New York 17, N.Y.

20 North Wacker Drive
Chicago, Illinois

(Continued from page 54)

8. Flora-frame. Get a flora-frame from gift or florist shop. Have commercial sign painter place cardboard back of contrasting color into frame. Or try mirror rather than cardboard. Provide easel at back of frame for counter display or hang at advantageous point on wall. Total cost $3.50.

9. Masonite or $\frac{1}{8}$"-plywood display units (three units high, two units wide).

Cutting:

a. Cut six pieces $3\frac{1}{2}$" x $3\frac{1}{2}$" for backs of pockets.

b. Cut twelve pieces $1\frac{3}{4}$" x $3\frac{1}{2}$", to form front and bottom of each pocket.

c. Cut front piece 8" x $3\frac{5}{8}$".

d. Cut divider $14\frac{1}{4}$" long at bottom, 12" at top and $2\frac{3}{4}$" wide.

e. Cut two sides measuring $10\frac{1}{4}$" at bottom, $11\frac{3}{4}$" high at back and $3\frac{1}{4}$" high at front. Angle from high to low point.

f. Cut instruction plate $8\frac{1}{4}$" x $1\frac{1}{2}$".

Assembling:

a. Take front piece and add two side pieces.

b. Insert center divider.

c. Three inches from front piece, insert back ($3\frac{1}{2}$" x $3\frac{1}{2}$") of first pocket. Place bottom into first pocket ($1\frac{3}{4}$" x $3\frac{1}{2}$").

d. Allow one inch between first and second pocket. Insert piece measuring $1\frac{3}{4}$" x $3\frac{1}{2}$".

e. Locate back of second pocket $7\frac{1}{2}$" up sloped sides and from top of front of unit. Insert back section ($3\frac{1}{2}$" x $3\frac{1}{2}$"). Place bottom ($1\frac{3}{4}$" x $3\frac{1}{2}$") in second pocket.

f. Locate front of third pocket 9" up sloped side and from top of front of unit. This allows one-inch space between second and third pocket. Insert back of third pocket 12" up sloped side and from top of front of unit.

g. Repeat (c) to (f) on opposite side of divider.

h. Add instruction plate to front panel. Place small wedges underneath it so it will slant upward to catch the eye.

10. Masonite or $\frac{1}{8}$"-plywood display units (three units wide, two units high).

Cutting:

a. Cut three strips 11" x $1\frac{3}{4}$". Two are used for bottom of pockets, one for front of second row of pockets.

b. Cut three strips 11" x $3\frac{1}{2}$" for front and back of pockets.

c. Cut two sides measuring $6\frac{1}{2}$" deep, $8\frac{3}{4}$" high at back and angling down to $3\frac{5}{8}$" high at front.

d. Cut four dividers $1\frac{1}{2}$" wide, $3\frac{1}{2}$" at back and angling to $1\frac{3}{8}$" at front.

e. Cut instruction plate measuring 11" x $1\frac{1}{2}$".

Assembling:

a. Join front piece (11" x $3\frac{1}{4}$") to side pieces. Locate second 11" x $3\frac{1}{4}$" section 3" up sloped side and from top of front of unit to form back of first section. Insert bottom piece (11" x $1\frac{3}{4}$").

b. Insert two dividers $3\frac{1}{2}$" from each side piece.

c. Insert front of second section (11" x $1\frac{3}{4}$") $4\frac{3}{4}$" up sloped side and from top of front of unit. This allows $\frac{3}{4}$" between first and second row of pockets.

d. Insert back (11" x $3\frac{1}{2}$") of second section $7\frac{3}{4}$" up sloped side and from top of front of unit.

e. Insert bottom and dividers as directed above under (a) and (b).

In building a multiple-pocket display rack, remember the slope or angle of the pockets is important to permit full view of the leaflets being displayed.

HERE FOR YOU IN '52

EXTRAORDINARY DRY-CLEANING SOAP THAT ECLIPSES ANY YET DEVELOPED

Caled's NEW FILT-R-OUT

NOW a New Labor - Saving Era for Dry Cleaners Everywhere With This New "ABC - SIMPLE" - to - Use Soap That Gives *More Passes and Low Wet Cleans*

Wonderful Features:

- Usable In Any Type System
- Used in Batch or Charged Systems
- Has Unsurpassed Detergency
- Distills Completely, Easily
- No Pressure Troubles
- No Odor Troubles
- Re-Runs Instantly Made While Garment Is Still Wet With No Redepositing of Soil
- Use This Soap Any Way You Want
- Effective in Long and Short Runs
- It Won't Fight Other Soaps
- Two Forms:
  (1) As a Complete Soap Ready to Use or
  (2) As a Concentrate—Diluted with Solvent Before Use.

Make This New Year the Best You Ever Had. Never before anything like New Filt-R-Out in any cleaning plant anywhere! Recently developed by Caled, it has been tested and proved in countless plants under all conditions all over the country. If you want to save on re-runs, on spotting time, get clothes through your plant faster with results much better even with untrained help working for you, ask your Caled Salesman for NEW FILT-R-OUT. Or write for full details from Caled Products Co., Inc., Brentwood, Md.

THERE'S A CALED PRODUCT FOR EVERY DRY-CLEANING OPERATION

CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

When writing to advertisers please mention The NATIONAL CLEANER & DYER

STUDENT CUSTOMER at college service center is waited on by donor-drycleaner Hutchens

ENTRANCE IS SIMPLE and attractive, right next to cafeteria. Manager of service center is shown with Mr. Hutchens

Donation Cuts Tax

Florida cleaner gives building to college and improves sales position

by WILLIAM R. PALMER

ALONG WITH A FEW OTHER CLEANERS Howard T. Hutchens of Modern Cleaners in Lakeland, Florida, is making enough profit so that taxes are siphoning away funds he normally would reinvest in the business or in another venture. In a growing firm like his it means that capital investments in the business have to be made with an eye on the tax picture, regardless of how important the investment is to the health of the firm.

One solution, this past year, was to give some of the profit away. Dr. Ludd M. Spivey, president of Florida Southern College at Lakeland, was making a drive for endowment funds. So Mr. Hutchens arranged to give the college a building.

Mr. Hutchens paid for the construction of a "service" building on the college grounds, attaching it to the end of the huge cafeteria right in the path of the heaviest traffic on the campus. Upon completion the building was deeded over to the college. Since the rental set for use of the building was $5,000, Mr. Hutchens was credited with giving the college the annual interest from a fund of $100,000 or more, depending on the going rate of interest at the time.

Naturally, the transaction had first been cleared with the income tax collector, who agreed that the cost of construction for the building could be deducted from income for 1951, up to 15 percent of the income.

The sales-promotion angle was a separate transaction by which Modern Cleaners obtained a 15-year lease with option to renew on the service building. A pickup station is being operated there under the name of Campus Cleaners. It takes in drycleaning, laundry and shoe repairing, and also operates a "launderette."

PARTITION at back separates launderette from the pickup station

The last word is in quotes because the manager operates most of the machines for the customer. Laundry and shoe repair are farmed out by the plant.

Conforming to activity set by students' class hours, the service building is open from 7 A.M. to 10 A.M., and from 2 P.M. to 6 P.M. Normally the manager handles it alone, though help is sent over from the plant if a jam develops.

Campus Cleaners give four-hour service, one of the main factors for the success of Modern Cleaners in Lakeland. On a college campus where students traditionally forget to prepare for a date until the last minute, the quick service has proved extremely popular. All service is on a cash-and-carry basis.

All in all, Campus Cleaners kills quite a few birds with a single stone for Mr. Hutchens of Lakeland, Florida. ##

PRODUCES MORE

105-120 Lbs./hr.

Manitowoc

More Cleaning Per Hour
Less Cost Per Pound

You get *both* with a Manitowoc. More cleaning per hour because a Manitowoc tumbles while it washes. There's no waste of time — your machine is working on "both barrels" every minute. That's why you can produce more, and profit more with a Manitowoc.

Double drum design is the real answer to faster and higher production — it makes "on-the-premises" cleaning practical and profitable. It gives you finer cleaning — faster cleaning — more economical cleaning.

If you are interested in a synthetic machine that is built to the highest standards, with all the most advanced features, yet is priced lower than any machine of comparable capacity, get complete details on Manitowoc — the best investment you can possibly make.

Plus ALL *these features*

- ★ CONTINUOUS DISTILLATION
- ★ CONTINUOUS FILTRATION
- ★ DUAL-LEVEL VENTILATION
- ★ SLUDGE AGITATOR
- ★ BIG 36" x 30" RECOVERY TUMBLER
- ★ UNDERWRITERS LABORATORY APPROVED

Manitowoc *Synthetic*
PERCHLOR DRY CLEANING UNIT

MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO.
512-16th St.,
Manitowoc, Wisconsin

SEE IT ON DISPLAY
N.I.C.D. Convention, St. Louis
Feb. 7-9. BOOTH 703-4-5

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MOTH SEAL

SAFE

PROTECTION

where it counts!

Your customers will recognize and appreciate your superior cleaning and moth proofing service when you return their garments to them in a Moth Seal Storage Bag. And you can absolutely rely on Moth Seal when you store cleaned and moth proofed garments in your own vault for safe protection against damage, soil and fading. There is only *one* Moth Seal. Two styles . . . Standard Cedar Grain without Windo . . . and De-Luxe Windo style. Order Moth Seal now for the big season just ahead! Write for free samples today!

Lincoln Bag Company, Inc.

Para-Lux Products Company

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Serving the laundries and dry cleaners of America

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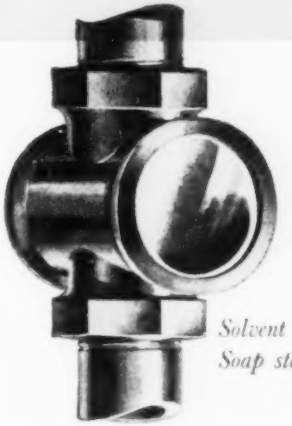
Announcing

FLO-KLEAR

A NEW SOAP FOR CHARGED SYSTEMS

FOR USE WITH SWEETENER POWDERS



Solvent stays clear...
Soap stays in

Now you can have a charged system *plus* the advantages of sweetener powder for removing fatty acid soil from the solvent.

Now, with Flo-Klear in the system, you can clean load after load of garments and only a minimum of soap replacement will be needed . . . even when sweeteners are used.

Now, you can clarify your solvent between periods of distillation even when using the charged system. Your own good judgment tells you that this is a "must" if eventual troubles are to be avoided.

You'll find Flo-Klear is a real dirt remover . . . active, thorough, effective and at the same time, safe to modern fabrics. In addition, it is easy and convenient to use . . . right from the drum. Flo-Klear is readily removed by distillation.

Your local Pennsalt man has full information on Flo-Klear, and will be glad to come in and demonstrate Flo-Klear's advantages for you. Call him, or write: Dry Cleaning and Laundry Dept., Pennsylvania Salt Manufacturing Company; *In the East:* 1000 Widener Bldg., Philadelphia 7, Pa.; *In the West:* Woolsey Bldg., 2168 Shattuck Ave., Berkeley 4, Calif.

Flo-Klear is a trade-name of the Pennsylvania Salt Manufacturing Co.

On the loads where you need moisture...

When Flo-Klear is used in the system, Pennsalt's Energex should be used in making up moisture stock solutions, because Energex can be used with a higher moisture percentage than any other known soap.

PENNSALT CHEMICALS

for Industry • Agriculture • Health • Home

Progressive Chemistry for Over a Century

EASEL-TYPE POSTER advertises daily radio program in plant and branch stores of Owen Cleaners. Manager Eugene Kitterjohn thinks "best-dressed" actor is good plug for drycleaner

Conducts Own Radio Poll

Simple check proves program clicks for Kentucky cleaner

A PERSONALLY CONDUCTED POLL was the simple expedient used by Owen Cleaners at Paducah, Kentucky, to find out how many people were listening to its radio program. The company sponsors a 15-minute transcribed broadcast five mornings a week at nine.

Called "Meet the Menjous," the program starts off with a personal record in which Adolphe and Veree Menjou introduce themselves and tell Paducah listeners that they are bringing them this program from their home in Beverly Hills, California, for Owen Cleaners. Other plugs throughout the program are on personal record parts and come from the Menjous.

This program costs Owen Cleaners $5.50 per broadcast for the records and $2.50 for the radio time, making a total of $40 per week.

"Our customers reported that they liked the program," manager Eugene Kitterjohn said, "but we wanted to know how many people in Paducah were listening so we decided to conduct our own poll. We used 10 phones; two at the plant, one at the store, our home phones and several neighbors' phones. On each phone we made 15 calls, or 150 in all, to residents picked at random from the phone book. We repeated this check twice, always calling during the program.

"On the first 150 calls we found that all but 11 people called knew about the program. About half of them reported listening to it more or less regularly, and 41 percent said they were listening when we called.

"We are going to repeat this check in 90 days. If the program shows a falling off in interest we plan to change to another type. It is our belief that small-town radio listeners are very fickle. A sponsor should keep a pretty close finger on the listening pulse, especially when he can do so at a very low check cost by conducting the poll himself."

To stimulate interest in the daily program, Owen Cleaners has large posters furnished by the radio station, showing pictures of the Menjous and giving the time of the program Monday through Friday. These are displayed at the plant store and a downtown store.

There are a number of different radio programs of the big-name type which can be purchased in transcribed record form for approximately the same cost. Mr. Kitterjohn chose the Menjou program because the actor had been picked a number of times as one of the ten best-dressed men in America. That seemed a good reason for using him to sell a cleaning service and shirt laundry. # #

WHY MORE NEIGHBORHOOD DRYCLEANERS are buying

the NEW '52 fully automatic SEC!

Neighborhood cleaners are putting more profits in their pockets, even in these high-cost days, with the New '52 SEC.

There's good reason for it, too!

The New '52 SEC does *more cleaning* in *less time—better cleaning* at *less cost*. With the SEC-*cleanized* process, clothes are completely submerged during the *whole* washing cycle, and turbulent agitator action keeps the fluid swishing through the fabric fibres. That's why SEC takes less time, does a better job.

SEC's exceptionally economical operation *plus* phenomenally high continuous solvent recovery keeps your operating costs way down.

And SEC's national advertising of SEC-*cleanized*, the deep down cleaning process, channels more customers to your store . . . brings you plus business every week of the year.

So, start putting *more* profits in *your* pocket with the New '52 SEC (available on SEC's easy budget-purchase plan.) Write for details, today!

Everything you need in one compact unit
. . . The New '52 SEC . . .

For Over 15 Years Producers Of The Finest In Synthetic Cleaning Systems.

SEC CLEANING SYSTEMS

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STUDENTS SHOW KEEN interest in spotting and wetcleaning theory lecture of Jack Ireland. Photographs on this page and cover by photography class of Laney Trade and Technical Institute

Three-Day School in Oakland

California cleaners enthusiastic about short spotting course

by RUSSELL CROWELL

Drycleaning Instructor, Laney Trade and Technical Institute

THE SCENE OF A THREE-DAY SPOTTING SCHOOL held October 26, 27 and 28 was the new million-dollar addition at Laney Trade and Technical Institute in Oakland, California.

The course was sponsored by the California Drycleaners Association, with the National Institute of Cleaning and Dyeing providing the instructors. Jack Ireland handled spotting and wetcleaning theory, Bob Mygatt spotting practice, and Clarence Pierce, head of the NICD's West Coast branch at Glendale, California, taught drycleaning theory.

The facilities of the drycleaning department at Laney Trade and Technical Institute were supplemented with additional pieces of equipment by Bay Area allied tradesmen Bill Fox, Echo Sales Company, Oakland, and Ted Pollack, San Francisco.

The evening before the school opened, a slide-and-lecture program by Clarence Pierce, open to the public as well as the industry, was given at the Administration Building Auditorium of the Oakland Public Schools. About 350 people turned out to learn about unserviceable fabrics, fabric damage and soil redeposition.

The school itself consisted of three lectures and one spotting-practice session each day. Luncheon facilities were provided so that the time schedule could be rigidly kept.

Much credit for the smooth running of the school goes to the committee of the California Drycleaners Association which carefully planned all details. Emil Bouchet of Oakland, first vice president of the association, was chairman, aided by Paul Koenig, Oakland; Herman Mathis, Berkeley, and George M. Shepherd, executive secretary. Also contributing to the success of the clinic was the cooperation of the Laney Institute and its principal, Paul D. Thomas. # #

SPOTTING PRACTICE (top) in Laney school's drycleaning plant. Instructor Robert Mygatt far right. Above: DRYCLEANING THEORY lecture of Clarence Pierce prompted questions on "charge system." Discussion was postponed pending completion of NICD research

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Good advice, but for a really effective way of making those pesky moths bite the dust try MONITE! It's sure-fire moth protection . . . always a customer-clincher . . . and yet it costs the cleaner so little. Only 1½ cents per average 3 lb. garment . . . and it's applied in the wheel, no extra labor or equipment required.

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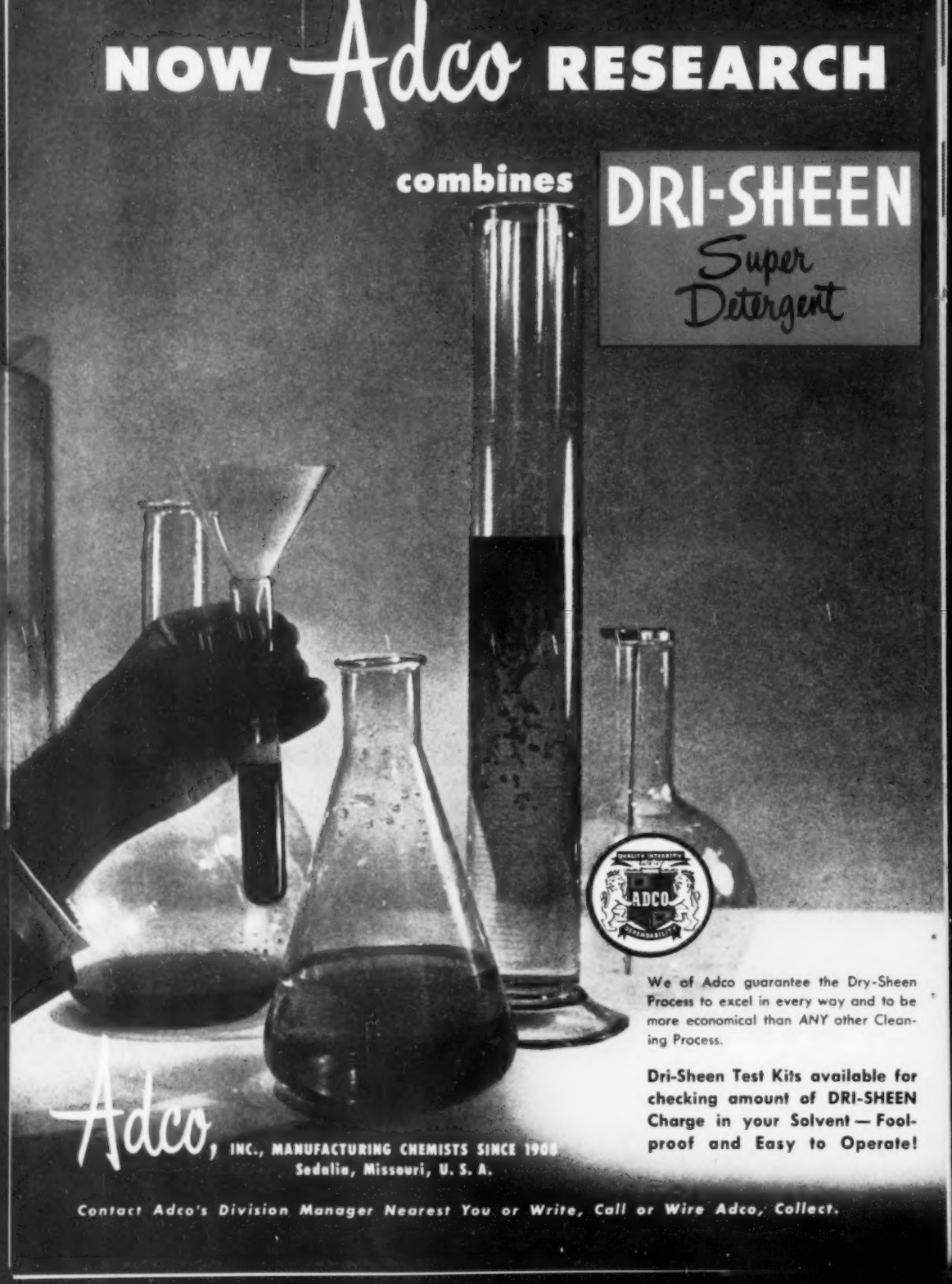
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ASSOCIATION NOTES

Georgia Fabric Clinics: A dinner meeting and fabric clinic held November 27 in Covington, Ga., featured Paul Jacobsen of Wallerstein Company, Inc., who presented his display and discussion of synthetic fabrics now on the market. About 76 cleaners, guest retailers and buyers attended the meeting, which was arranged by Frank Meadors, president of the Piedmont Cleaners and Launderers Association of Covington, the sponsoring group, and James Gardner, Jr., Conyers, secretary.

A similar clinic, again featuring Mr. Jacobsen, was held November 28 in Albany, Ga., under the sponsorship of the Second District Cleaners and Launderers Association. An attendance of 89 cleaners and guest merchants represented 14 counties in southwest Georgia. Arrangements were handled by J. T. Crouch, Albany Laundry Co.; Welosky Strom, Sun Lite Cleaners; J. E. Carlton, Sno-White Laundry, Inc., all of Albany, and Sydney Garrison, Moultrie, vice president of the Georgia Launderers and Cleaners Association.

Mr. Jacobsen also appeared at the regular luncheon meeting of the Laundry and Dry Cleaners Club of Greater Atlanta, held November 29. His presentation was followed by an open forum.

# #

Local Elections: At a recent meeting in Port Huron, Michigan, the **Blue Water** Dry Cleaners Association elected new officers for 1952. Otis G. Pringle is president, George Schmidt vice president, E. Lenox Messenger secretary, and A. V. Ellis treasurer. Wescott T. Smith was chosen director of the state association. The election was conducted by E. L. Messenger, Sr., retiring president. The meeting was addressed by Michael O'Neill, managing director of the Michigan association.

Newly elected officers of the Independent Association of **Indiana** Dry Cleaners, Inc., were installed at an annual dinner held November 3 in Indianapolis. They are Vincent M. Concannon, president; Jack T. Akers, vice president; James S. Cuttrell, secretary, and Irving R. Crouch, treasurer. Directors are Kennard W. Davidson, Vernon Doyle and J. R. Edwards.

At the annual meeting of the **Vancouver** (B. C., Canada) Laundry, Dry Cleaners and Linen Supply Association, Carl von Harten was elected president. Albert Zien and Elmer Abrams were named vice presidents, and John R. Taylor barrister-secretary.

New officers of the **Paris** (Illinois) Dry Cleaners Association are Clifford D. Cleaver, Supreme Cleaners, president; Paul Acklin, Acklin Cleaners, vice president; Clyde Haeske, Model Cleaners, secretary, and Cliff Eales, Herm-Ermisch Cleaners, treasurer.

# #

Production at California Meeting: A quarterly meeting of the California Drycleaners Association was held in Stockton on November 10 and 11. A large turnout of 139 cleaners registered for the featured production clinic. Claude E. Lucas was in charge, with Paul J. Koenig, Lou Parce, Jack Elberling, Casper Kolb and Russell Crowell acting as moderator of the groups.

# #

New York Dinner: At New York's Hotel Belmont Plaza, on November 17, the annual meeting was held of the Cleaners & Dyers Board of Trade, Inc., which is the wholesale plantowners' association of New York City and Westchester County. The installation of officers saw Max Jacobs step in as president following the "retirement" of J. L. Kuffler, perennial president for many years.

Jack Lichtenstein became vice president and Morris Sanders succeeded Harry Beer as treasurer. Harry L. Braunstein continues as secretary. New board members are Morris Ifscher and Louis Motzkin, replacing Robert Berliner and Morris Koenig. The holdover members are Oscar Kahn, Benjamin Lichter, Abe Lovitz, Benjamin Nelson and Philip Ratner.

In his "farewell" talk Mr. Kuffler pointed out that

ANNUAL DINNER MEETING of New York wholesalers' group was well attended

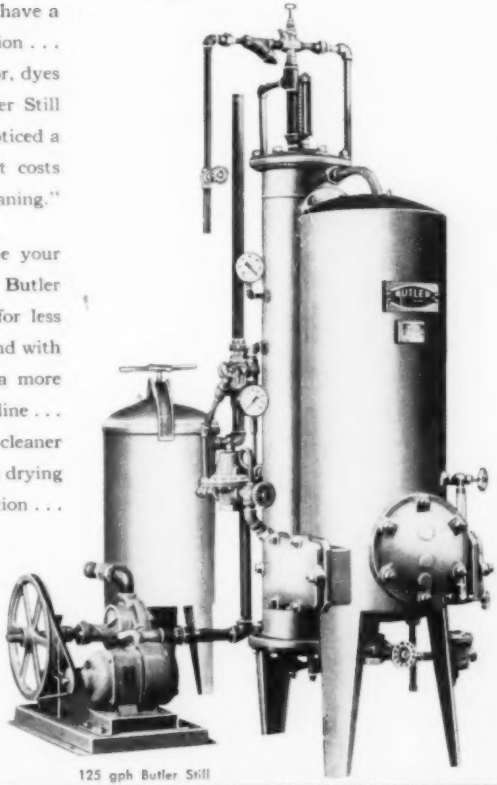
"The Butler Still certainly bears my stamp of approval"

— Oscar F. Nielsen
Nielsen Cleaners
Aurora, Nebraska

"My Butler Still enables me to have a completely flexible cleaning operation . . . gives me good security against odor, dyes and heavy ends. Since my Butler Still was installed a year ago, I have noticed a significant decrease in my solvent costs and improved quality in my dry cleaning."

Let Mr. Nielsen's experience be your guide. See how you save with a Butler Still. You get like-new solvent for less than a tenth of a cent a gallon. And with pure distilled solvent, you have a more economical operation all down the line . . . less spotting and wet washing . . . cleaner brighter colors and whites . . . less drying time, lower filter powder consumption . . . no odor problems.

To purify your solvent economically and profitably the Butler way, see your Butler Sales Representative, or write today for information.



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labor relations had been quite amicable among the local wholesale drycleaners and thanked the union group for its cooperation. He also stated that the sick benefit and retirement fund now totaled nearly a million dollars.

Mr. Jacobs made the only other speech, and both talks were brief. It was primarily a social evening, enjoyed by an overflow crowd.

# #

Merger Vetoed: At recent meetings of the Dry Cleaning Owners Association of Springfield, Massachusetts, and the Springfield Laundry Owners Association, it was voted to hold joint meetings in the future, according to announcements by Steve Muzic, president of the drycleaners' group, and Russell P. Dale, Jr., head of the laundryowners. However, the drycleaners' association voted against a plan for a merger of the two groups, on the ground that it wished to retain its identity.

# #

Bridgeport Organizes: The Bridgeport (Connecticut) Association of Dry Cleaners has been formed with the announced aim of promoting closer business relations and cultivating a spirit of harmony within the local industry. A board to settle claim disputes between cleaners and customers was also organized. Officers of the new group are Alex Koneeny, Jr., president; Morris Rosenstein, vice president; Cal Dworkin, secretary; Francis Jacopian, treasurer, and directors Adolph Gelber, Fred Joseph and Leonard Aaron.

# #

Local Meetings: An educational film on drycleaning was shown at a recent meeting in Teaneck of the Dry Cleaners Guild of **New Jersey** (Bergen County). About 40 cleaners attended. All nonmembers of the Guild were urged to join by Irving Slutsky, president.

Plantowners of Mercer, Butler, Lawrence and Beaver Counties, **Pennsylvania,** attended a district dinner meeting at Sharon. Guest speaker was W. J. Mooney, executive secretary of the Pennsylvania Association of Dyers and Cleaners. Vice President Clyde Peabody of Greenville was toastmaster.

The **South Texas** Cleaners and Dyers Association, in place of its regular November meeting, joined with the Texas Association of Employers for its annual meeting. The sessions featured legislative information.

N.I.C.D. NEWS

French-American Reunion: Among the groups of foreign businessmen who are visiting this country under ECA sponsorship to study American methods in their own fields, recent visitors were drycleaners and laundryowners from France. In addition to visiting plants in different parts of the country, the group spent two days at the NICD headquarters in Silver Spring.

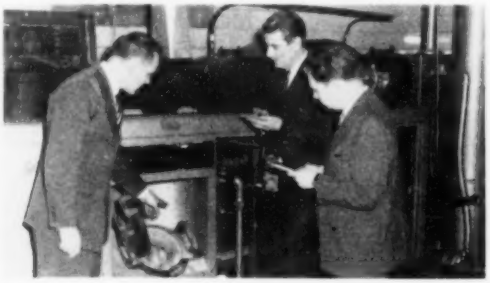
An unusual feature of the visit was the opportunity for a father-son reunion. Among the French visitors was Jean LaJoie, a partner in Teinturie Henault-Morel, a laundry and drycleaning plant in Normandy. A family plant, now operated by the third generation, it was started as a laundry about 1870 and in the early days of the industry added one of the first drycleaning plants in France.

Mr. LaJoie's son, Claude, was also at NICD, as a student in the 80th class. He is a foreign exchange student, sent to NICD by the Institute of International Education, through which the Department of State brings foreign students here to attend our schools and become familiar with the American way of life.

Claude LaJoie has worked in the family plant during school vacations. He attended the National School of Arts and Textile Industries in France and won a scholarship which took him into the laboratories and factory of a Swiss dye company. From there he came to NICD, where he has been doing exceptionally good work. When he returns to France he must go into military

FRENCH GROUP is addressed by N. J. Berg, NICD's managing executive

FATHER Jean LaJoie (right) visits son Claude in NICD student laboratory



VISITORS Paul Brun and Jean Langlois study synthetic cleaning machine. Hal LeRoy of NICD staff (left) explains

Steam-Air finishing offers that extra PLUS in quality finishing.

PRODUCTION

Adjusta-Form

See your jobber for a convincing demonstration.

Fine gabardines, smartly tailored woolens and other ***hard to finish*** garments slow up production in the finishing room. Today, more than ever, increased production is essential to meet rising costs.

The Adjusta-Form method of steam-air finishing offers increased production with an extra PLUS in quality.

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training for 18 months, and then will enter the family plant as a full-time employee, fourth generation.

# #

Latest Technical Bulletins: One of the NICD's October technical bulletins (T-267) took up the subject of fluorescent-dyed fabrics, giving precautions to prevent trouble and methods of restoring the fabrics when they change color. The second bulletin (T-268) issued in October, "Where Does the Water Go?", shows what happens to water when it is added to a drycleaning washer. It shows the difference in amount of water picked up by different fibers, and also how under some conditions water can be removed from some garments and picked up by others in the load.

# #

School Season in Full Swing: During the fall months of 1951, seven different class groups attended courses at NICD. In that period one general course was given, two management, two silk finishing, one wool finishing and one rug cleaning, the last jointly sponsored by NICD and NIRC.

STUDENTS OF FOURTH RUG CLEANING CLASS: Nick Dorsey, Perry, N. Y.; Philip L. Hiscock, Brookline, Mass.; G. B. Holman, Rutherford, N. J.; John J. Martin, Brooklyn, N. Y.; Martin R. Schicker, Rochester, N. Y.; James I. Westbrock, Midland Park, N. J.; Hugh M. Zimmerman, Lubbock, Texas

STUDENTS OF 14th SILK FINISHING CLASS: Duane Askas, Birmingham, Ala.; H. Marion Bradley, Bangor, Me.; June Johnson, Montrose, Pa.; William Lacer, Kansas City, Kans.; George W. Parish, Greensboro, N. C.; Lawrence E. Rode, Kansas City, Kans.

STUDENTS OF 80th GENERAL COURSE: E. G. Bencivenga, Flanders, N. J.; E. A. Bergmann, Jr., Washington, D. C.; O. L. Burns, Portland, Ore.; Eileen G. Callan, Washington, D. C.; J. L. Callan, Washington, D. C.; Gene Callewaert, Chicago, Ill.; B. F. Cameron, Sydney, Nova Scotia; C. S. Cornwell, Shelby, N. C.; C. A. Davis, Montgomery, Ala.; B. B. Furbeck, La Crosse, Kans.; E. R. Gant, Richmond, Mo.; F. D. Girondo, Ambler, Pa.; W. W. Gurney, Mrytle Point, Ore.; R. H. Hudson, Bay City, Mich.; C. E. Kelley, Toledo, Ohio; Claude LaJoie, Normandy, France; O. R. Larsen, Grand Haven, Mich.; J. D. Logan, Salem, Va.; F. A. Maquirriain, Buenos Aires, Argentina; Ruth I. McNally, Longmont, Colo.; P. P. Morris, Fredericksburg, Va.; W. R. Myers, Parris Island, S. C.; M. J. Nash, Geneva, Ala.; L. M. Nytroen, Coeur d'Alene, Idaho; E. M. Pardi, Jamaica, N. Y.; D. C. Rattray, Wailuku, Maui, T. H.; J. D. Rogers, Washington, D. C.; M. M. Rosenthal, Burlington, Vt.; T. N. Silverman, Chicago, Ill.; R. K. Simonson, Brooklyn, N. Y.; M. Solomon, Burlington, Vt.; I. B. Stoner, Owosso, Mich.; C. V. Vaselopulos, Chicago, Ill.; D. J. Wolf, Kodiak, Alaska

Social Security and the Self-Employed

A SIGNIFICANT DATE to the country's 4,600,000 self-employed is January 1, 1952, the anniversary of their first year of coverage under the amended Social Security Act. It also brings the sole owner or partner in an unincorporated business face to face with the requirement to report his net self-employment income earned in 1951, on or before March 15, 1952.

Unlike other workers covered by the Social Security law, the drycleaning plantowner who works for himself does not have his earnings reported by someone else. He does not share the tax obligation with an employer, or have his report submitted for him. The self-employed individual must report his own earnings and pay his own tax for Social Security purposes when he files his 1951 income tax.

Income from self-employment, subject to certain exceptions, means net earnings derived from a trade or business covered by Social Security. All types of self-employment in a trade or business are covered by this law; exceptions are mostly farmers and professionals.

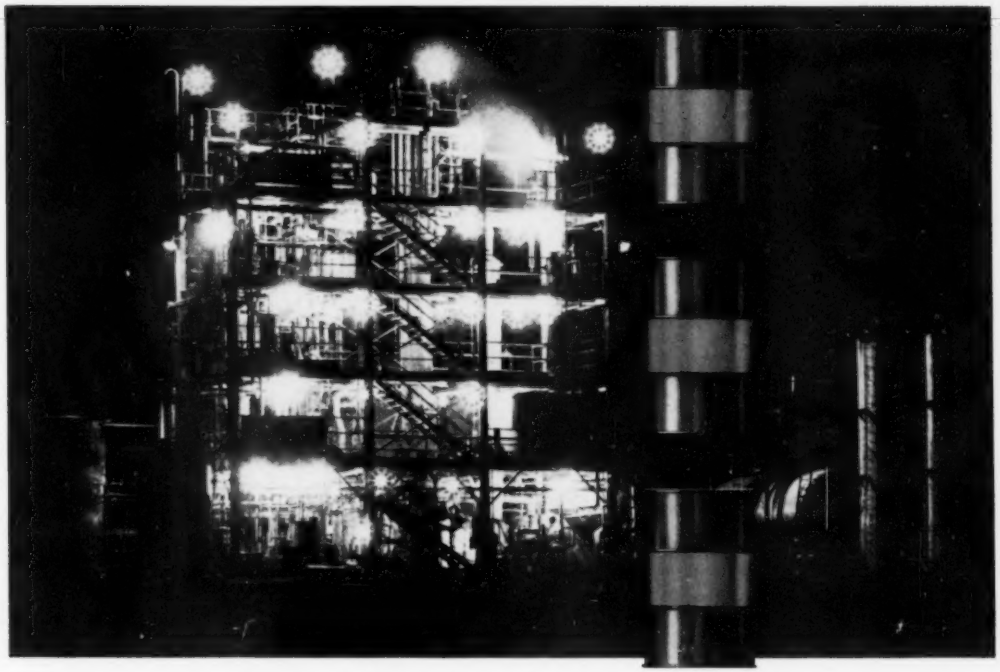
The owner of a drycleaning plant who works for himself must report and pay the tax on all such earnings over $400 and up to $3,600 in every taxable year after 1950. These net earnings may be from full or part-time self-employment. If, in addition, he has wage earnings from a job covered by Social Security, he reports only that part of his self-employment net earnings which, added to his wages, total $3,600 for that year. If his wages on a covered job are as much as $3,600 he will not need to report his self-employment earnings. All reports are filed with the local Collector of Internal Revenue.

Before filing the 1951 income tax return, every covered self-employed person will need a Social Security account number. If he never had a card or has lost his card, he should get in touch with the nearest Social Security office. Blanks can be obtained at any post office and mailed to the Social Security office.

Under Social Security retirement benefits will range from a minimum of $20 to $80 a month. A man and wife, retired at age 65, could receive a total of $120 a month.

Survivor benefits, in addition to a lump sum, are provided for the widow at age 65, to the widow with minor children in her care, children under age 18, dependent husbands and dependent parents. Family benefits in death cases will range from a minimum of $40 to a maximum of $150 a month.

It is important that you know about your new rights under Social Security, as well as your obligations to file your return. For help in preparing for your first payment, local offices of the Social Security Administration have a free explanatory booklet available upon request.—*Federal Security Agency, Social Security Administration* ##



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Perchlorethylene is manufactured for the dry cleaning industry in Columbia-Southern's new plant at Barberton, Ohio. Columbia-Southern exercises careful laboratory control at all times to assure consistently high quality.

Columbia-Southern Perchlorethylene is furnished in the new red, white, and blue drum . . . 700 pounds, 55 gallons.

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there are lots of good reasons —

tell us yours and WIN

For years, plant owners have made Hoffman equipment their first choice. We're proud to have earned this confidence. But we're curious, too. That's why we're offering three new cars as prizes for the best letters telling what reasons result in the purchase of Hoffman equipment. What's been your experience? We'd like to hear about it — and we're sure you'd like any one of the handsome prizes your letter may win.

DID YOU BUY?
(or are you considering?)

MODEL "X" PRESS
NU-CLEANING SYSTEM
140-F UNITS
"Steamaster" BOILER
AIR VACUUM SYSTEM
DRYCLEANING OR
LAUNDRY MACHINES

Purchase of these
or Any Other
HOFFMAN Product
Makes You Eligible
to Win (See Contest Rules)

READ THESE SIMPLE RULES

ELIGIBILITY — Contest is open to anyone purchasing new Hoffman equipment in the period between September 1st, 1951 and March 31st, 1952.

ENTRY — Contestant should write a letter, of any length, telling why the equipment was bought. Grammar, style, spelling, punctuation are unimportant. Letters will be judged on the basis of the reasons given, for example: past experience with Hoffman, solution to a production problem, better working conditions, etc.

DECISIONS—All entries become the property of U. S. Hoffman Machinery Corp. and decisions of judges are final.

MAILING — Letters should be sent to "Here's Why" Contest, c/o U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York 3, N. Y., postmarked no later than midnight, March 31st, 1952.

PRIZES — Three prizes will be awarded for the best entries, as selected by the contest judges:

First prize — 1952 Cadillac
2nd prize — 1952 Oldsmobile
3rd prize — 1952 Chevrolet

NOTIFICATION — Winners will be notified and prizes awarded as soon after the contest ends as is required to complete judging.

This contest offer good in Continental United States only.

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1st PRIZE — a 1952 CADILLAC

2nd PRIZE — a 1952 OLDSMOBILE

3rd PRIZE — a 1952 CHEVROLET

in HOFFMAN'S easy-to-enter

"Here's Why I Bought" CONTEST

YOU'RE ELIGIBLE if You've Bought New Hoffman Equipment Since Sept. 1, 1951 and Before April 1, 1952.

IDEAS (Not Fancy Language) **COUNT!** Your Own Letter — in Your Own Words, Telling Your Own Reasons — Is Your Entry.

DON'T MISS IT! Ask Your Hoffman Representative for Helpful Suggestions!

Send Your Letter Now To
"Here's Why" Contest
U. S. Hoffman Machinery Corp.
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USING TWO-WAY UNIT at plant, drycleaner George Derbes tells routeman to leave regular route and make delivery to customer who is going away and needs order

Calling All Trucks

Radio-telephone setup speeds service, betters customer and public relations

FASTER ROUTE SERVICE, with quick attention to special customer requests, is only one of the many advantages George Derbes of Pottsville, Pennsylvania, has discovered in a two-way radio installation. The hookup provides communication between the drycleaning plant, the route trucks, and the owner's personal car, supplemented by a few "walky-talkies."

For expediting service the driver gets in touch with the plant each time he gets back to his truck after completing a call. He picks up the microphone of the mobile unit in his truck, tells the telephone girl at the plant where he is going. She gives him any telephone messages that have come in, so that he can adjust his route to make the wanted pickups with the least backtracking.

A particular advantage of the two-way communication is the ability to handle special quick-service requests. Suppose, for example, a customer needs immediately a garment which is on the truck but not scheduled to be delivered until much later in the day. Her call to the plant is relayed to the driver immediately, and he can be rerouted to make the delivery at the minimum of time and expense.

Using telephone and radio, Mr. Derbes can talk to a driver, if he wishes, even when he is out of town. He puts in a long-distance, person-to-person call to his office. When the driver answers through his truck microphone, the telephone girl puts a special "deaf person" amplifying ear piece to the microphone of the two-way console radio on her desk. Mr. Derbes' voice is amplified through the ear piece into the console "mike." The driver hears him direct, answers through his own microphone. Through the console loudspeaker his voice is picked up by the mouthpiece of the telephone. The telephone girl must press or release a button to direct the conversation.

In a similar manner, the plant can consult the routeman while the customer is on the phone. He can be asked how long it will be until he makes the requested call. Naturally, this service pleases the housewife, who can arrange her own time accordingly.

Frequently, when a customer sees the truck pass, she will phone the plant office immediately for a pickup. The call is relayed to the driver so quickly that he has to go back only a block or two to make the pickup.

The customer can even talk directly to the plant. She can, for instance, herself speak to the spotter about some specially cherished garment—incidentally, getting a big kick out of using a walky-talky.

An advantage to the plant operation is the fact that the routemen can report on the amount of work they are picking up. This makes it possible for the plant to schedule its work day accordingly.

Another operating benefit is the speed with which

AMOUNT OF WORK PICKED UP since he left plant is reported from truck by routeman Edward Lengel

Strong Soap Solution

HERE TO STAY

New Testing Kit provides uniformity formerly lacking

● Plants of all types now converting

In the summer of 1951, after reading about the current interest in the STRONG SOAP SOLUTION, an Iowa cleaner wrote: *"Shades of the 1920's! When are you going to resurrect the old caustic clarifier? What will be the next antiquated method to be brought back to life?"*

This Iowa cleaner had a point. The SSS had been explored extensively in the late 20's and early 30's, and had been discontinued by many. Like many of his contemporaries, he was suspicious of the present hysteria about the SSS. He and the other skeptics were inclined to suspect that this might be nothing more than another promotional scheme.

"May be another passing fancy."

"Will probably die out by the first of the year."

The first of the year has now come and gone. The Iowa cleaner in question is now among the most enthusiastic advocates of the STRONG SOAP SOLUTION. Hundreds upon hundreds of other previous skeptics have joined him. We enter 1952 with the acceptance of the SSS far ahead of the most optimistic predictions.

From the largest wholesaler in Brooklyn to the smallest retailer in San Diego come impressive and authoritative reports disclosing cold statistics which reveal great savings in the dry cleaning, spotting, wet cleaning and finishing departments as a result of the STRONG SOAP SOLUTION.

Regardless of the type of plant, be it petroleum or chlorinated; wholesale or retail; large or small; the management having witnessed the results from the SSS vows never again to revert to the old fresh-soap-to-each-batch method with conventional filter soap.

● Test Kit makes the difference

Why this sudden popularity of the Strong Soap Solution?

Why should the SSS receive universal acceptance in 1951 after having been tried and rejected by so many during the previous quarter century?

How could all of this happen in the short time since May of 1951, in spite of vigorous opposition by certain allied tradesmen who disapprove of the SSS?

Every successful user of the STRONG SOAP SOLUTION has the answer to these questions.

It was in May of 1951 that Street's chemists made available to the industry at large a test kit so designed that any cleaning-room worker could conduct an accurate quantitative analysis of his SSS to determine its percent active ingredient after repeated use.

Never before had this been possible. Previous attempts failed to produce uniform results with SSS because of non-uniformity in its concentration. The operator worked in the dark, without the vaguest idea of what percent active ingredient remained in the SSS after continued use.

● Uniformity now assured

When Street's chemists introduced this unique method of determining the percent active ingredient in used SSS they automatically removed the guesswork which formerly resulted in non-uniform results.

Now the operator may maintain a given concentration at all times.

Leading jobbers everywhere sell both the test kit and Formula 886. Many jobber salesmen are trained in the use of both. To supplement their activities Street's employ 35 expert field technicians whose services are available throughout the entire United States.

For a personal survey to determine which of ten variations of the SSS is most adaptable to your individual requirements, write R. R. STREET & CO., INC. at 561 West Monroe Street, Chicago 6, Illinois.

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truck repairs can be handled. When a truck breaks down, has a flat or is involved in an accident, the driver reports in and the plant can phone the nearest garage for road service.

Mr. Derbes is even looking ahead to the possibility of a return of gas rationing. With the help of the two-way radio and its reduction of backtracking, he expects to be able to continue good service with minimum use of gas.

The installation also has its uses in community service. If the routeman sees an accident he reports to the plant, which promptly dispatches an ambulance, prowl car and newspaper photographers. This type of service builds excellent public relations for the cleaning company.

The radio range of the cleaning-plant installation is about 35 miles. When Mr. Derbes travels further he comes into the range of another station of the same wavelength. The station may be operated by a police department, a taxi company or some business firm. If he wants to talk to his office, he can either stop at a phone booth and call in as described above, or call the station in the area and ask it to phone collect to his plant or to give a message.

The enthusiastic Pottsville cleaner even carries a walky-talky when he goes around town on foot. This is a commercial job, not to be confused with the military unit. It comes in a leather case with a shoulder strap, shows no antenna or microphone, and weighs eight pounds.

In order to operate the short-wave station, it is necessary to get a license from the Federal Communications Commission. The only type Mr. Derbes could apply for is the Common Carrier License, which entitles him to rent or sell a mobile unit to a doctor, serviceman, insurance salesman or any other interested person.

To illustrate how this service works, suppose a doctor rents a mobile unit for his car. When he gets in he identifies himself to the operator at the Derbes plant and tells where he is going. Then if his office or wife calls the plant the message is relayed to him, or he can talk direct through the cradled phone. Also, when he stops to make a call he gives his name to the Derbes operator and tells where he is. If he is wanted while he is there, his office can be told where he is and phone him direct. When the doctor calls in to report that he is leaving and going to another address, the operator can check to make sure he got the call from his office.

If the doctor wants to rent the mobile unit, the plant charges him $25 for installing the unit and the 15-inch antenna and wiring his car. It also charges a rental for the unit and a service charge for the number of calls made by him or to him. He can, if he wishes, buy the unit, at a cost of $614.75 for mountainous areas and $431.75 for flat country. In that case he is charged for service, but he does not have the expense of the console radio unit, the tower and an operator.

The console unit for receiving and transmitting cost the plant $738.92. The tower is 20 feet of 1½-inch pipe with an 18-inch antenna on top. There is no charge for the FCC license or its annual renewal.

Weighing the benefits against the cost of the installation, after only a few weeks of operation Mr. Derbes concluded that the service exceeds his most optimistic expectations. # #

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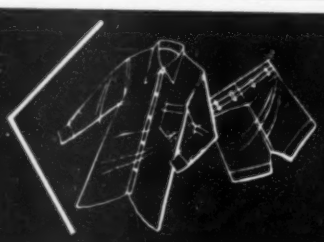

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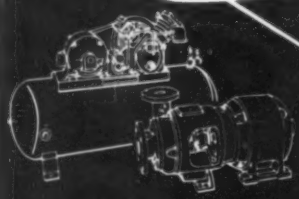

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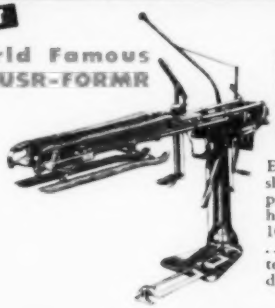

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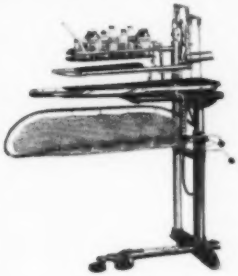

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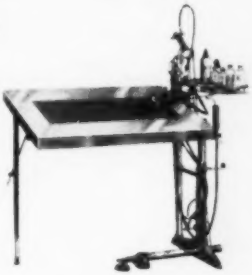

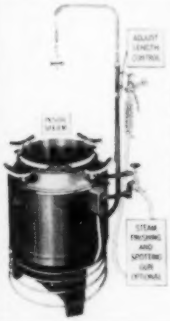

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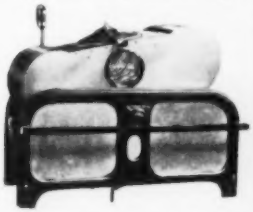

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ANSWERS

TO QUESTIONS ON DRY CLEANING

...that may solve a problem for you

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. The answers are printed here for your information as a possible service to you in your operations.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

Q. A friend of mine thinks I could conserve perchlorethylene by mixing 50-50 with trichlorethylene. He says that the two solvents may be used together without damaging garments or equipment. Is this advisable?

A. Equipment will not be damaged, but we do not recommend the mixture because:

1. Trichlorethylene may bleed colors in cellulose acetates at temperatures normally used in perchlorethylene recovery equipment.
2. The higher vapor pressure of trichlorethylene makes solvent recovery difficult in recovery-drying equipment designed for perchlorethylene. Greater vapor losses from equipment leaks occur. And during distillation, still and condenser vent losses run higher.
3. The difference in boiling points of the two solvents increases the possibility of boil-overs during distillation.

Q. We distill our perchlorethylene twice daily and get clear solvent on each distillation. However, the solvent in the machine is deeply colored by closing time. The filter is used regularly, and we have been adding a large scoop of activated carbon per load. A complete clean-out of the system is required every week. What do you recommend?

A. Poor filtration is the real problem. We suggest cleaning the filter, storage tank and still. Reassemble the filter screens and precoat them with coarse grained precoater powder (6-8 qts. per 1000 gal./hr. filter capacity). Thoroughly mix one part activated carbon with 10-15 parts of sweetener powder. On each run, add one to two quarts per 100 lbs. of fabrics ahead of the pump—not on the fabrics. Back-wash filter to still when pressure reaches 15 lbs. gauge and distill once or twice daily.

Q. Every 60 days we cut through a door gasket. What can we do to extend their wear?

A. Try cutting the gasket a little longer than the surface to be covered and start at the top of the door. Tap the gasket into the groove and work *toward* the starting point. When finished, be sure that the gasket surface is smooth and uniform.

In operation, keep the gasket face lint-free and check it frequently during the working day. When closing the machine, shut the door snugly. *Do not force* the gasket by twisting the handle or wheel.

Q. My operator insists on leaving the water separator open on my synthetic machine. Should he do this?

A. He certainly should not if you have a "closed"-type water separator. These units are equipped with a tightly sealed water container, usually a glass jar. If the operator leaves this off, some of the solvent may be discharged continuously from the water outlet. Also, solvent vapor is lost during extracting and drying cycles. As a result, a considerable amount of solvent will be wasted with a corresponding loss in over-all efficiency.

If your operator insists on leaving off the glass jar, place a large container on the floor and run a plastic hose from the water outlet to the container. If you do this, be sure the lower end of the hose is kept below the water level in the container.

Q. We have noticed your recent mention of precoater and sweetener powders. Please explain the difference. Why do you insist on adding sweetener powder on each run?

A. A precoater powder is an inactive, coarse-grained, diatomaceous earth designed to provide a porous drainage bed against the filter screen or cloth. Its primary purpose is to provide good drainage through the filtering medium.

Sweetener powder is an activated, finer-grained powder which reacts with or adsorbs free fatty acids and many other solubles present in the solvent. The powder and the fatty acids are then removed on the filtering surface. Because it is finer-grained, sweetener powder gives a filter bed that is considerably less porous than that provided by the coarser precoater powder.

"Leafing" occurs when filter powder is not used on each load. This condition results from the overloading of any given surface with compressible solids and slimy insolubles removed from the fabric load. The use of powder on *each* load distributes this soil uniformly throughout the filter bed. Care should be taken in adding the proper amount of filter powder to the load.

Normal usage of filter aids calls for:

1. 3-4 lbs. (6-8 qts.) precoater powder per 1000 gal./hr. filter capacity.
2. 1-2 lbs. (1-2 qts.) sweetener powder per 100 lbs. of fabrics cleaned.

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To Repair Sheet-Metal Gutter

Holes are frequently created in metal gutters or eave troughs by rust. Even in galvanized metal, rust often makes holes, as shown in the sketch at the left.

Sometimes holes are created by chopping ice out of the troughs in the winter; the chopper carelessly chops clear through the ice *and* metal.

An excellent remedy is to bend a piece of sheet metal to fit smoothly over the entire hole in the trough. Then apply tar or asphalt, such as is sold in cans, to the portion of the trough that the patch will touch. Press the patch against it. That alone is usually enough to prevent further leakage. But, to make the job positively leak-proof, apply more of the tar or asphalt preparation around the edges of the patch, as indicated in the sketch at the right.

If you have no suitable sheet metal, a piece of roofing of the roll type or asphalt-shingle type will serve the purpose.

Easy Pipe Laying

When M. J. Chargot and his sons, M. E. and C. A. Chargot, built a new plant for Chargot Cleaners in Detroit, Michigan, they did not know where they might want to make additional installations. All the same, they provided for easy pipe laying in the future.

All pipes in the finishing room are in a tunnel under the floor; the cleaning-room floor has two such tunnels. At six-foot intervals there is a soft concrete section in the hard concrete floor. To make a new installation, it is not necessary to chisel out a section of hard concrete. At the "soft spots" the floor can be picked through to the piping in a few minutes. It's easy, too, to fill in the spots after the installation is completed.

Cleaning Brushes

Here are several suggestions for cleaning both nylon and bristle brushes:

Nylon Brushes: (1) Soak for 4 to 5 hours in sodium phosphate to loosen the hardened paint. Then wash the brush in hot soap and water and allow to dry. (2) Several commercial cleaners available on the market will be found satisfactory for this work. (3) Soak in benzine or turpentine. Work the brush in this solution every so often to break up the hardened paint. Wash thoroughly in warm soapy water, then wash out the soap with clean warm water and allow to dry.

Bristle Brushes: (1) Wash in hot soap and water and scrub on an ordinary scrubbing board. This should take every bit of paint out of the bristles. (2) Use paint and varnish remover, leaving the brush immersed long enough to soften the hard heel. Then soap and water and a hand scrub board. (3) Same as (3) for nylon brushes. (4) Use either a powdered brush cleaner, following directions on the package, or one of the newer liquid brush cleaners.

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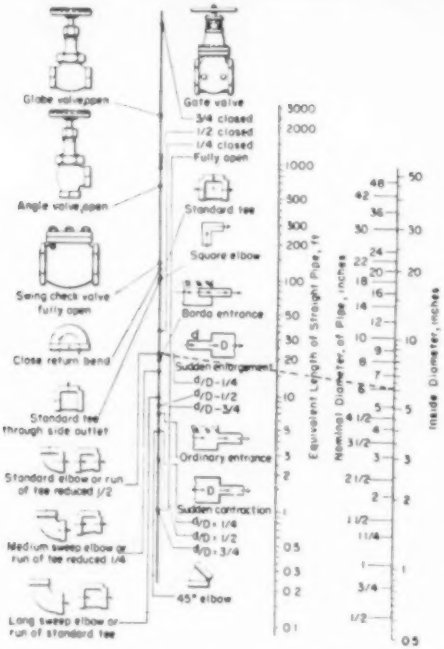

FIGURE 1. Friction loss in pipe fittings

(From Technical Paper No. 409, copyright Crane Co.)

Getting a Pipe System To Work

How to determine the effect of pipe and fittings on steam, water or air pressure

by JOSEPH C. McCABE

A PIPING SYSTEM in a drycleaning plant is pretty much its lifestream. The role the pipe plays and some of the reasons why we use it as it is were covered in the December issue. Let's look now at some of the major parts, the fittings and the controls.

Pipe fittings are the all-important connecting links in every pipe line. They're what permit turning corners, splitting the flow, turning right around, or any other maneuver your machinery or plant layout requires. They do it, though, at a price. That price is resistance to flow or friction loss.*

*See glossary at end of article.

FIGURE 2

In other words, once you get water, steam or air flowing in one direction and try to change it the moving stream slows down. It slows down so much that it resists the push behind it. The amount it resists differs with the fitting (Fig. 1) and is called the friction loss. Suppose you're supplying a steam press. It works best at a certain pressure. Therefore you have to develop enough steam pressure at the boiler to overcome all friction losses between boiler and press and still come out at the desired pressure level.

How do you go about determining the effect of pipe and fittings on steam, water or air pressure? It pays to know the range of materials used in the piping and also how to read the manufacturer's service rating marks.*

The materials are few: brass, iron, steel and malleable iron. Brass or bronze is never used for temperatures above 550° F and is usually limited to 450° F tops. Iron comes in several grades—cast iron for small valves and fittings; high tensile alloys for large valves; certain special alloy grades for the medium metal thickness services. Steel works for high pressures and temperatures and when working conditions are considered tough. Malleable iron is particularly suited for screwed fittings.

Most valves and fittings have two service ratings.* The steam rating is graduated according to the temperatures at which the fittings must work (allowable stresses—Fig. 3). At low temperatures the safe working pressure* of piping materials is greater than it is at the steam rating. This is because metals become softer at higher temperatures, reducing the resistance to pressures within the fittings. A cold water rating is designated by the mark WOG stamped on the fittings, standing for cold water, oil, gas or non-shock.

The markings that appear on the pipe fitting express the rating in terms of steam pressure and temperature. Steel ratings are different. Cast and forged steel valves and fittings bear a mark such as 150, 300, 600 (Fig. 2). These figures denote maximum pressure at a certain maximum temperature. For instance, a 600-psi steel valve may be suited for 600-psi service under temperatures up to 900° F. But if the steam temperature goes up to 1000° F the valve is good for only up to 380 psi.

How To Figure It

Because temperature has so much of an effect on proper selection of fittings it is absolutely vital that you know temperature as well as pressure. With both you can make an intelligent choice from manufacturer's service recommendation tables.

(Continued on page 86)

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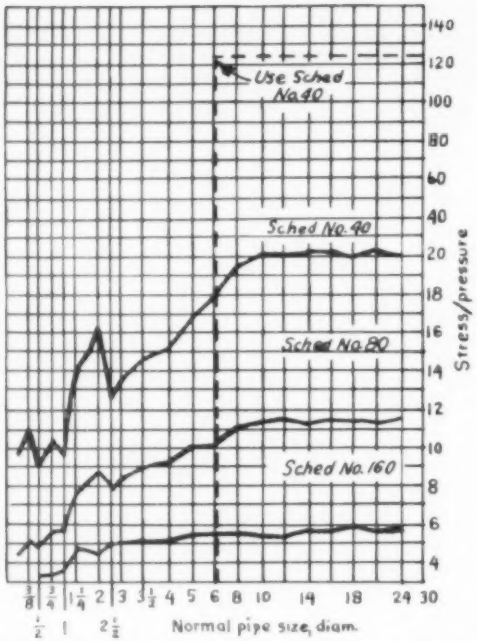

FIGURE 3. Determination of schedule number. This stress and flow data for preliminary estimates only. Use proper local building code for actual design. Note that schedules 40 and 80 are equivalent to *standard* and *extra strong pipe* in sizes through 8 inches. Schedule 160 is only roughly equivalent to *double extra strong* pipe. To use chart, divide allowable stresses (from table at right) by working pressure (gauge). Enter graph with this figure. Dashed line shows solution for 6-inch pipe of material 1 (see table) at 450° F., 85 psi. Stress from table divided by pressure is 10,560 ÷ 85 = 124. Answer: Schedule 40

Table of Allowable Stresses

(Psi, from Code)

Temp. °F	Piping materials 1*	2*	3*
	Power and Heating		
150	12,000	15,000	10,200
250	11,520	14,400	9,800
350	11,040	13,800	9,400
450	10,560	13,200	8,950
550	10,080	12,600	8,550
650	9,600	12,000	8,150
750	8,250	10,400	7,000
	Gas and Air		
100	18,000	21,000	15,300
450	15,650	18,250	13,300
	Oil (outside refinery limits)		
100**	25,500	29,750	21,700
	Refrigeration		
—	12,000	15,000	10,200

*1—Seamless carbon steel, ASTM A106, A53, API 5L, Grade A
*2—Seamless carbon steel, ASTM A106, A53, API 5L, Grade B
*3—Electric resistance-welded steel, ASTM A135, API 5L, Grade A
** 100° F and 100 psi

(*Continued from page 84*)

With a table of allowable stresses and a knowledge of the working pressure, you can divide the stress by this pressure. Then you go into the graph (Fig. 3) with the number you get from this division. Carry over to the pipe size, and the area where these lines meet decides the pipe schedule number.

Now let's get back to the effect of fittings on your piping system. The way the design engineers do it is fairly complicated. They throw into one equation items like fluid density, flow rate, inside diameter and friction factor.* The friction factor depends upon several factors, among them viscosity and roughness of fitting. So the charts given here assume an average friction factor, and are for estimating only. Many piping manu-

*See glossary at end of article.

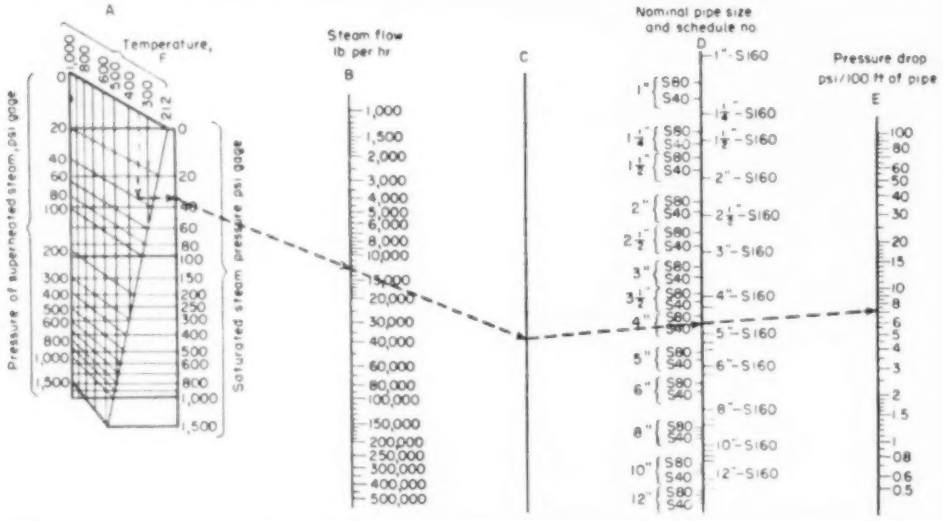

FIGURE 4. Steam-flow chart

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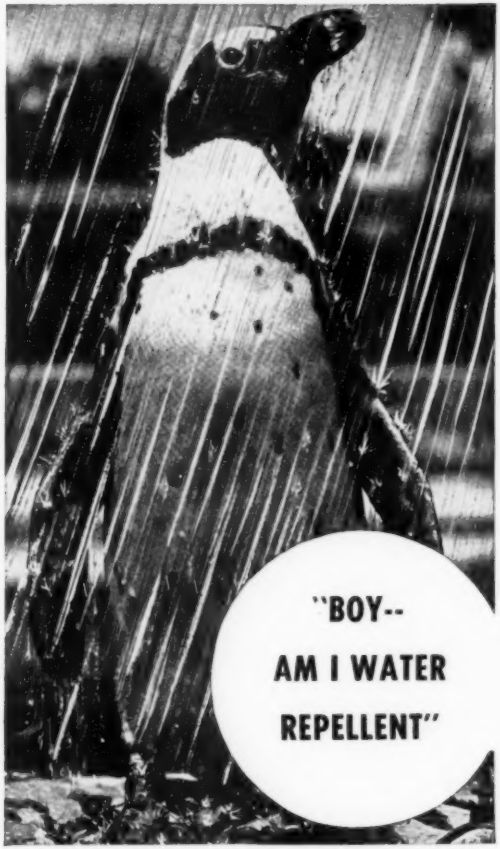

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For use in any Mechanical Dip Tank.

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DIRECTIONS FOR USE BY IMMERSION PROCESS IN GARMENT TREATMENT

Before RE-VI treatment, garments must be thoroughly cleaned of all soil and rinsed until absolutely clear of all soap, cleaning aids and soil. All spots should be also removed.

"Buckeye" RE-VI being concentrated, it is to be thoroughly mixed with cleaning solvent before use.

For Raincoats and Reversibles, use a solution made up of one part "Buckeye" RE-VI and five parts petroleum solvent. For other type work make solution one part RE-VI (Liquid), ten parts solvent. Simply pour into solvent at 85° to 90° F. Immerse garments. No heating necessary.

Immersing of garments can be done in any container large enough to handle the work.

After immersing operation, garments are extracted in the usual manner lightly. Then dry the garments in the dry room or tumbler in regular degree of temperature with plenty of air circulation or on Wind Whip. After drying press by usual method.

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facturers publish more comprehensive charts that allow for varying friction.

Take a look at the steam flow chart (Fig. 4). We'll start with the steam temperature we expect to use, 350° F, and go on down to meet the pressure line; in our case we'll say 40 psi. Then you go out straight to the saturation line. From here you draw through the flow line for the quantity of steam you'll have moving through the line, and continue to the dummy line. With this point as a starter, run a line through the nominal pipe size and schedule number and continue to the pressure drop line. There you get the drop in pressure for each 100 feet of pipe run.

How about fittings? You convert return bends, sweep elbows, any other fittings, to equivalent lengths of straight pipe by using Fig. 1. On this chart you connect the fitting with nominal pipe size to find equivalent length of straight standard pipe.

For our example we've started with a 6-inch standard elbow and followed the line to the dot on the reference line. Next we drew a line from this dot to the nominal diameter of pipe, 6 inches. To reach this point our line crossed the equivalent length line at 16 feet. This means a 6-inch standard elbow equals 16 feet of pipe. You add this length to the actual length in Fig. 4 for figuring total pressure drop.

With each fitting you have you go through this same procedure. Add them all up, plus length of piping, and you know what the pressure loss is between boiler and steam-using equipment. These charts are average ones but you'll find they come close enough for estimating purposes. # #

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improved adsorbent filter powder. Removes insolubles AND solubles. Sweetens and decolorizes solvent – less distillation.

PRECOAT CAREFULLY—with clean solvent and correct amount of filter powder. Longer cycles save filter powder.

MEASURE FILTER POWDER—use exact amount on every load. Too much is waste; too little gives poor cleaning that must be re-run with increased use of powder.

KEEP FILTER POWDER DRY—moisture increases pressure too fast, requiring more frequent scrapedowns and re-precoating.

CLASSIFY LOADS and vary amount of filter powder by soil content; this makes most economical use of every pound.

AVOID OVERLOADING WASHER—it can cause poor cleaning and excessive re-running. Twice running means double powder use.

USE DICALITE FILTER POWDERS—you have choice of three types to best suit your own particular operation.

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GLOSSARY

Engineering terms used in above article

Friction factor—The resistance that any enclosure or surface, no matter what its material, offers to a moving body—solid, liquid or gas—is known as friction. The amount that it slows down the fluid is called its friction factor. Mud, for example, has a high friction factor for a rolling wheel; asphalt pavement a very low one. Similarly with piping, the kind of fluid that's moving within the pipe, how fast it's going, whether the pipe is rough or not influence the friction factor.

Friction loss—When a stream of air, liquid or gas has to move within the closed space of piping or duct work there is a resistance to being forced along in this closed area. This resistance is called friction. The amount it resists or pulls down the applied pressure is called friction loss. This friction loss is appreciable through a straight run of pipe and much greater through pipe fittings, bends, elbows.

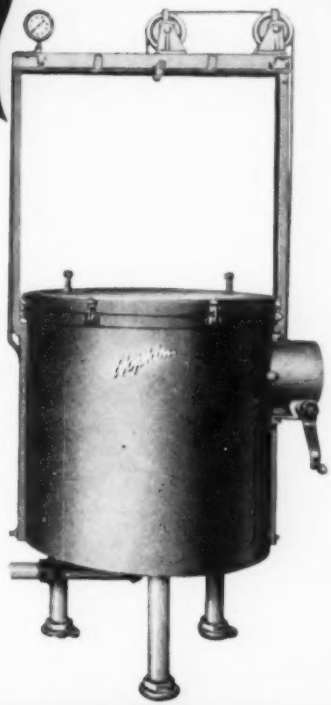
Safe working pressure—Every material has definite limits of operation. For example, paper collapses with very little pressure; thin wood withstands somewhat greater pressure. Steel and special steel alloys prove strongest of the readily available materials for man's use. The actual safe working pressure point depends on material, the thickness of that material, the temperature under which it is used, the nature of the pressure-making fluid or gas, and the way the pressure is applied, steadily or in shocks.

Service rating marks—Most valves, many fittings carry a basic mark like 150 or 300, which normally means the limiting steam pressure or temperature.

Cold service ratings are shown in letters. They appear on valves as WOG which means cold water, oil or gas, non-shock service.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

this horizontal filter is your **best bet** with synthetic washers



It is so good, in fact, that the six leading manufacturers of synthetic washers equip their machines with Hopkins filters. These unique advantages show why:

- You precoat only once (after cleaning)—a big saving in filter powder.
- Start and stop pump innumerable times without breaking filter cake.
- Reclaim *all* solvent.
- Can be used with strong soap solutions.
- Handle dirt in dry form. No solvent loss. No sloppy floor.
- Runs longer without cleaning than any other filter.
- Easily installed on synthetic or petroleum solvent systems.

horizontal
FILTER

Ask your local jobber about the Hopkins Horizontal Filter—or use the coupon at right for complete information.

Hopkins
EQUIPMENT CO.
Hatfield, Pa.

HOPKINS EQUIPMENT CO., Hatfield, Pa.

Gentlemen:
Please send me full information and prices on the Hopkins Horizontal Filters.

NAME .....

COMPANY .....

ADDRESS .....

.....

His business paper . . . of course

No man who takes his job seriously takes his business paper lightly. You'll find the **Best Informed Men in your Field** read every issue . . . straight through. They can't afford not to. Matter of fact, who can, in these fast-moving times? New ideas, new products, new methods, new techniques crop up one-a-minute. Today, change is the one thing that's certain . . . and when your own formula for change is a better job, a bigger profit, a more important place in the industry, you *need* the continuous touch with facts and news and "how-to" that only your business paper provides. The editors continuously scout the field for you; the advertisers report new products or new ways to use old ones . . . new profit angles . . . new sources for things you buy. Read cover to cover—with a sharp eye. That's what makes *you* one of the **Best Informed Men in your field,** too.

Did you know that this business paper . . . because it's a member of the Associated Business Publications . . . has some extras to offer you? It's a *paid*-circulation paper . . . which means the editors must keep their magazines well sold and well read. They get together continually in the Association . . . meet other editors in clinics, conferences and courses . . . work to make a good paper a better paper—to serve you in more and more ways. Your business paper is worth every minute you spend with it!

NATIONAL CLEANER & DYER

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

They're your customers for keeps when you put their instructions in writing!

Your customers really appreciate the little extra courtesies you make when you write down *before their eyes* any special instructions. It may be recording what the spots are or their wish to have the sleeves rolled. Whatever the problem, they know you're anxious to render the best service possible. And you've gained their confidence the minute they see it in writing.

Other suggestions to make customers yours for keeps are found in the Dow manual No. 2, "Customer Relations." Your distributor can supply a copy if you do not already have it.

Remember to back up your excellent service with Dow-PER, Dow's stabilized perchloroethylene that helps you get whiter whites and brighter brights!

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Atlanta • Cleveland • Detroit • Chicago • St. Louis
Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto 1, Canada

Use Dow Solvents

Dow-PER

DOWCLENE

CARBON TETRACHLORIDE

DOW

CHEMICALS

INDISPENSABLE TO INDUSTRY AND AGRICULTURE

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Massachusetts Registers 500

by WILLIAM R. PALMER

THE FIFTH ANNUAL CONVENTION of the Cleansing Plant Owners of Massachusetts, held in Boston on November 10 and 11, drew drycleaners from all the surrounding states as the registration figure rolled past 500. With a banquet and a luncheon each drawing well over 300, a large portion of the registrants attended part of the convention, many arriving late, many leaving early.

The Saturday-afternoon session was a series of demonstrations of equipment which had been hooked up to steam and air. Zussman Freeman of the New England School of Drycleaning led off with a discussion of "problem garments," devoted primarily to some of the newer variations of the indicator-dyed fabrics.

A machine for scrubbing trousers on a volume production basis was put through its paces by Robert K. Webb of the Hopkins Equipment Company. Then Ralph Daniels for the Textile Marking Machine Company showed a device that stamped tags with both small and large numbers, cut the tags from a roll, and stapled them to garments.

A description of the "strong soap" or heavily charged method of drycleaning with a permanent charge of detergent in the solvent was made by C. B. Kasson of R. R. Street & Company, Inc., with a demonstration of a testing kit used to find the detergent strength of a solution. Kasson fired *two* shots *this* time!

W. K. Withee of The Prosperity Company pressed a pair of trousers on an air-driven press to show that both speed and quality could be achieved with reduced operator fatigue.

Winthrop Dadmun of Royl Cleaners, Greenfield, had a reproduction of the silk unit in his plant to illustrate with an assistant how they use a steamer in their silk finishing.

While the men were in this demonstration meeting, the women heard some food hints by Mrs. Josephine Peirce of the Worcester Better Business Bureau.

Sunday morning after the night-before banquet was devoted to committee reports and the business meeting.

The luncheon speaker, who concluded the program, was G. W. Boyd of Emery Industries, Inc., whose "Blueprint for Selling" was Bill's usual mixture of selling sense and humor.

President of the Massachusetts group for 1952 will be Herbert Berliner, Lexington. The three vice presidents are Frank Brady, Pittsfield; Louis Galitsky, Fall River, and Frances Dillon, Lowell. Libero Gaviani of Roxbury is the treasurer and Ray Miller, Newton, sergeant-at-arms.

The board of directors includes: Harry Rosenfield, Dorchester; Melvin Ellis, Roxbury; Aaron Weinfield, E. Weymouth; Edward Morgan, Milton; William Marchese, West Medford; Henry Shea, Cambridge; Ralph Rosenfield, Lynn; Arthur Antonopolous, Lowell; Thomas Horrigan, Gardner; Thomas Gilhooley, Gardner; Charles Mirkin, Springfield; Frank Kaplan, Holyoke; Winthrop Dadmun, Greenfield; Jacob Shalett, Pittsfield; Hyman Richman, Brockton; Arthur Kashgagian, Brockton; Bernard Paquette, Fall River; John J. Kiernan, Fall River; Yale Issokson, Vineyard Haven; Herman York, Jamaica Plain; Edurn Trench, Buzzards Bay; Maurice Cussell, New Bedford; Enrico Marchisio, Pittsfield; Edward Rubin, Pittsfield; Harry Rachleff, Springfield; Jack Sarni, Boston; Leo Green, Roxbury; Alfred Davidow, Roxbury; Stephen Muzic, Springfield, and Agop Berberian, Arlington. # #

MASSACHUSETTS OFFICERS, left to right, seated: Louis Galitsky, Herbert Berliner, Frances Dillon. Standing: Ray Miller, Herbert Satter, retiring president Harry Rachleff, Frank Brady

DIVIDE YOUR WORK FOR BIGGER PROFITS

Say goodbye to delays and bottlenecks; welcome in a new high in drycleaning profits. With Detrex "divided-load" performance—in an efficient two-unit process—you can have a smooth production schedule of 120 lbs. an hour.

The Synth-O-Saver recovers and aerates while the new modern Detrex Monarch (shown at left) simultaneously washes and extracts. Thirty pounds of quality-cleaned garments are ready every fifteen minutes.

If you're looking for steady, high production, but want quality and economy too, write for booklet just printed.

Detrex Uses Perchlorethylene—No Fire Hazard!

DETREX
DRYCLEANING
Process

DETREX CORPORATION
Box 501, Detroit 32, Mich.

Rush me the detailed description on the Detrex Process:

NAME_____
TITLE_____
COMPANY_____
ADDRESS_____
CITY_____ STATE_____ 161

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Full Day in Milwaukee

by LOU BELLEW

ALMOST TOO MUCH to handle in a one-day meeting was presented at the convention of the Wisconsin Dry Cleaners Association, held December 2 in Milwaukee. Five fine speakers (also Bellew) plus a banquet and an out-of-this-world floor show made for a busy Sunday.

Among the speakers were J. L. Brenn, president of Huntington Laboratories, who insisted that "Man Must Work"; Jim Wellwood and Bob Ross of R. R. Street & Company, Inc., with a team discussion and question period on the "S.S.S.," and Norbert Berg, managing executive of the NICD. Other speakers were Dr. Alfred P. Haake, economist and consultant to General Motors, and Lucille LaChapelle, an expert on the use of the voice in business and everyday living. Lou Bellew of THE NATIONAL CLEANER & DYER gave his illustrated version of "The Modern Drycleaning Plant."

The program was so well scheduled that each speaker was able to make his presentation without fear of infringing on the time of the next speaker. Credit must be given not only to the officials who planned the meeting but to about half of the association's members, who turned out to register 342.

The Wisconsin cleaners liked their officers so much they held most of them over for another term. Harold Whitaker is in the driver's seat for another spell. Art Furman is the new vice president. Joe Delgatto and Frank Brager are new directors, while Art Southcott and Harry Lokemoen remain on the board. Egon Peck continues in his long-time post as secretary-treasurer of the group.

EASY DOES IT!

THE FAMOUS CISSELL STEAM-ELECTRIC IRON WITH ELECTRIC THUMB CONTROL

NOW, A WIDE WORKING RANGE

NO FOOT PEDAL NEEDED . . . A feather touch of thumb control releases steam instantly . . . OPERATOR IS FREE FROM A STATIONARY POSITION . . . can stand on both feet and move back and forth along complete working range of board. The result: LESS EFFORT, LESS FATIGUE AND INCREASED PRODUCTION. Here's perfection in a steam-electric iron—everything you would expect from the world's leader—CISSELL. Fully-tested, fully-proved Solenoid magnetic valve operation, air-cooled for continued use . . . valve is PACKLESS—no parts to cause trouble. Available with or without the famous Cissell Water-Spray Gun.

3 lb. or 6 lb. Steam-Electric Iron with Electric Thumb Control, Water-Spray Gun and Chamber Assembly. A.C. $90. (Same without Water-Spray Gun, $75.) F.O.B. Louisville, Kentucky.

No foot fumbling . . . less effort . . . less fatigue . . . greater production.

The Chamber Assembly includes Pilot Light, Switch, plug-in connection for Iron and fully-tested, fully-proved Magnetic Valve Control. (Assembly for Cissell Steam-Electric Iron with Electric Thumb Control and Water-Spray Gun includes Condenser.)

Wonderful!
CISSELL MAGNETIC STEAM VALVE
It's Packless!
It's Air Cooled!
It's Trouble-Free!

HERE'S WHY YOU CAN'T MATCH A CISSELL IRON!

Each Cissell Iron has a Factory Pre-Set Thermostat and Self-Contained Heating Element—replaced easily and quickly when necessary. Thermostat operates on 7½ degree differential. Cast Iron Pressure Plate—streamlined for uniform heat transfer and constant clamping pressure. Heat-Resisting Knob and Dial . . . Cool Cork Handle. All surface parts Chrome Plated except sole plate. Asbestos in sole plate prevents water spotting, renewed by simply removing plugs in side of sole plate. *Why take less than the best?*

TAKE IT APART
LOOK INSIDE
SEE THE QUALITY

CISSELL

Consult Your Jobber

W. H. CISSELL MANUFACTURING CO., INC.
[illegible] S. Paul St., P.O. Box 1143—Louisville, Ky.
Pacific Coast Office—4023 W. Jefferson Blvd., Los Angeles
Foreign Distributors Address Correspondence Attention Export Dept. Cable Code: CISSELL

Big Turnout at Jackson

PRACTICALLY THE ENTIRE MEMBERSHIP of the Mississippi Laundry & Cleaning Association registered for an attendance of 266, including a number of employees, at the convention held December 2 at Jackson.

The well-attended sessions featured a variety of topics of current interest. Mrs. Eileen McDargh, executive secretary of the Georgia Laundry and Cleaning Association, led off with advice to replace "truck drivers" by well-trained routemen, and stressed the need for advertising. The importance of advertising, as well as good customer and public relations, was also discussed by E. F. Bishop of Dothan, Alabama. He also described ways in which he maintains plant morale, including training courses for personnel at company expense.

Savings through efficient plant layout were discussed by H. C. LeRoy of the NICD, while Paul Jacobsen of the Wallerstein Company presented his well-traveled exhibit of 700 fabrics and his talk on their handling.

The "keynote" talk, devoted to the progress made by the state, was delivered by Frank E. Everett, Jr., attorney and president of the Mississippi Economic Council.

Officers chosen for the next year are Julius B. Herman, Jackson, president; W. H. Hay, Port Gibson, first vice president; J. H. Carter, Meridian, second vice president; Gordon Marks, Jackson, continuing as secretary-treasurer. F. E. McRae, DeKalb; Harold Graves, Jackson, and E. T. Flurry, Canton, were elected to the board of directors. W. D. Alberts, Gulfport, and E. R. Jones, Meridian, retiring president and vice president, become members of the advisory committee. # #

NEW MISSISSIPPI OFFICERS, left to right: Gordon Marks, J. H. Carter, Julius Herman, W. H. Hay

Growth and Taxes at Columbia

OPPORTUNITIES OFFERED by the industrial growth of the state of South Carolina, and developments in taxes and price and wage regulations were the two principal topics at the convention of the South Carolina Association of Laundrers and Cleaners, held November 28 and 29 at Columbia.

NEW SOUTH CAROLINA OFFICERS, left to right, seated: Robert A. Drake, L. L. Jenkins. Standing: Charles Stork, Jake Hill, Al Cohen

The first session included a forum on the price-control program, conducted by E. R. Goodwin of OPS. John G. Forsyth of the U. S. Department of Labor, with a colleague, Paul Rockwell, led a discussion on wage regulations and labor practices.

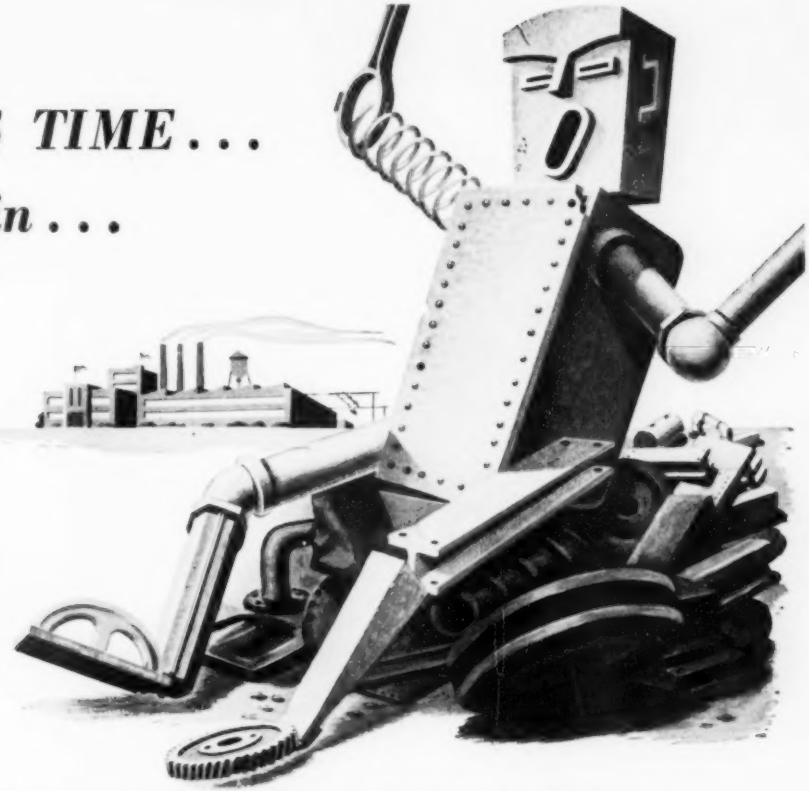
Details of the South Carolina sales and other taxes were explained at the second day's meeting by John Turnbull, director of the State Tax Commission. A talk on the industrial growth and financial status of South Carolina, by Jeff Bates, state treasurer, was supplemented by the showing of a film, "South Carolina," produced by Esso Standard Oil Company.

A dinner and square dance wound up the program, planned by a committee consisting of members Charles Stork, the chairman, LaVern Joye, Heyward Beckham, Leon Cooper, Al Cohen, Charlie White, Victor L. Flake and Bob Robinson, all of Columbia.

At the annual election L. L. Jenkins of Charleston was chosen president to succeed R. B. Thomasson of Greenville. Other new officers are Robert A. Drake, Jr., Anderson, vice president; Al Cohen, Columbia, treasurer, and Charles Stork, Columbia, sergeant-at-arms. Jake D. Hill continues as executive secretary. The meeting also chose new directors J. H. Harrelson, Sumter; George Patterson, Darlington; Mrs. J. C. Morris, Columbia; Sidney Smith, Florence; W. M. Brady, Inman; C. Youmans, Newberry, and James M. Smith, Anderson. # #

IT'S TIME . . .

again . . .



TO WAKE UP SCRAPPY!

Scrap's getting scarce again . . . compared to the amounts we need . . . and it's up to *all* of us to *help* produce enough steel.

107,000,000 tons of steel is the present rate of production in 1951 . . . 119,500,000 tons is expected in 1952.

Last year, 1950, we produced 97,800,000 tons.

All that extra steel—enough to take care of *both* military and civilian needs—calls for *more scrap iron and steel.*

Scrap Inventories Are Alarmingly Low

While steel mills are producing at a greater rate than ever, scrap inventories have dwindled. Many mills are operating on a hand-to-mouth basis with shut-downs threatened unless we furnish more scrap.

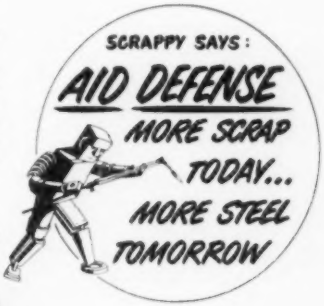
We *do* have the scrap. It's everywhere, not just in the form of *production* scrap—the "leavings" of machining, normally turned over to scrap dealers . . . but also in the form of *idle* metal: obsolete machines and tools, no-longer-usable jigs and fixtures, gears, chains, pulleys, valves, pipe, abandoned steel structures, etc.

We must have this *idle* metal to keep the furnaces running.

Please cooperate. Set up a Scrap Salvage Program in your plant—*now*. For a complete plan on "how to do it", write for booklet "Top Management: Your Program for Emergency Scrap Recovery". Address Advertising Council, 25 W. 45 Street, New York 19, N. Y.

Why Do We Need *Scrap?*

Steel is made half from pig iron, half from scrap. With production on the increase, more scrap must be purchased. And it's up to you to "dig it out" and sell it.



NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

NATIONAL CLEANER & DYER

Cooperating with the Laundry and Drycleaning Campaign.

SELL YOUR SCRAP — Send in your signed Scrap Credit Certificate.

A PUBLIC SERVICE PROJECT · THE ADVERTISING COUNCIL

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Like **Chicago and the Golden Gloves**

STOD-SOL

and STOD-SOL Test Bundle Service

GO TOGETHER

In the squared ring, condition is vital. And in drycleaning, solvents easily kept in good condition are just as important. Insure this key to top efficiency in your plant. Standardize on Stod-Sol, the nation's leading drycleaning solvent, and Stod-Sol "Test Bundle Service," our free service which helps you with those "special attention" garments. Ask your nearest Stod-Sol distributor for complete details.

140-F.

ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Prefabricated Store Sections by U. S. Hoffman

A new service which provides prefabricated counter and wall sections, quickly installed in any size location, has been introduced by U. S. Hoffman Machinery Corporation.

The chief advantage claimed for the new service is that it avoids the many involved negotiations previously needed to modernize a shop interior. Instead of engaging equipment designers, painters, carpenters, electricians and cabinetmakers, the store owner selects from a catalog the wall and counter units best suited to his shop. He has a choice of color combinations. Units can be fluorescent-illuminated and furnished complete with fixtures and lamps.

Standard sections, which are easily erected or moved to another location, make up the wall, or divider units. They are provided in a selection of designs and dimensions and are fitted with tempered masonite surfaces and baked-on colors for easy cleaning.

Cashier or marking counters, railings, shelves and desks, in matching color combinations, are available in a choice of designs. If desired, wall units can be furnished with symbolic airbrush murals as well as with indirect-lighted name or sales-message lettering.

According to the Hoffman announcement, all of the company's representatives are prepared to help shop owners plan their modernization and select display units to fit. Additional information may be had by writing U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York 3, N. Y.

New 16-Foot Mirza

The American Laundry Machinery Company, Cincinnati, Ohio, has announced that it will soon introduce a new 16-foot Mirza Automatic Rug Cleansing Machine. Said to be of an all-new design, with many improved features, the large-capacity machine will be added to American's regular Mirza line after the first of the year.

Specially designed to completely machine-clean all types of rugs up to 16 feet wide, the new Mirza automatically soaps, scrubs, rinses and wrings rugs, ready for drying, in one straight-through pass. According to American, because of its increased scrubbing surface the machine also permits highest production cleansing of smaller rugs along with regular 9-by-12 rugs.

M & L Buys Marx

The distributing business of Louis Marks, Inc., Akron, Ohio, has been sold to Morris Leventhal and Manny Schlitt, partners in the M & L Supply Company of Akron. Employees of the Marx organization who are continuing with M & L are Nate Marks, Jack Magil, Ann Springston, Frank Habyan, Darrell Badgett and Robert Bovard.

Merson Appoints Agent

Merson Products Company, Jersey City, N. J., has announced the appointment of Richard La Fond Advertising, Inc., as its agency. Present plans call for space advertising supported by direct-mail, with expanded national distribution of the company's detergents and penetrants as the main objective.

Hopkins Digester Bath Tank

The Hopkins Equipment Company has announced development of a machine, known as the "Digest-O-Matic," which will keep a digestive bath at a constant temperature of 110 degrees F. This simplified method of retaining heat in a digestive bath answers a long-standing problem, the announcement states, and saves excessive expense in digestive enzymes.

The bath tank is of porcelainized steel, preventing any inhibitive action upon the steel which might cause discoloration or deterioration of colors and material, Hopkins explains. Temperature is controlled by an automatic thermostat which may be set at any temperature from 100 to 180 degrees F. This makes the Digest-O-Matic available not only for digesting but also for mild bleaching.

For further information write to Hopkins Equipment Company, Hatfield, Pa.

Milestones for C. F. Young

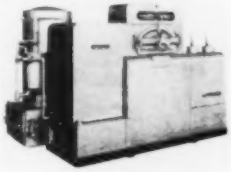
C. F. YOUNG

On December 3, C. F. Young, chairman of the board of the Davies-Young Soap Company, Dayton, Ohio, celebrated his eightieth birthday. On December 10 he celebrated the completion of 65 years with the company.

Still active in the company management, Mr. Young is one of the oldest if not the oldest man in point of service in the soap industry. He recently stated:

"If, like Rip Van Winkle, I had gone to sleep twenty years ago and just now woke up, I wouldn't know the business, it has changed so much. I could say the same thing for each of the threescore years I've been connected with the soap industry. Changes are continuous, and they are all for the better. Laundries and drycleaners, in particular, have made wonderful strides in procedures and techniques."

New Detrex Machine



A new synthetic-solvent drycleaning machine has been placed on the market by Detrex Corporation after several years of engineering development, research and field tests. This new machine, called the Monarch, replaces the Regent in the company's line of drycleaning equipment. According to Detrex, it offers basic advantages of previous models plus completely new features.

The announcement states that the Monarch gives exceptional cleaning quality, large continuous filter capacity, high-volume production, fast drycleaning service, simplified operation, safety and economy. It requires a minimum of floor space, and changes in filter arrangement make installation flexibility available to both large and small cleaning plants. All operating cycles involved in both cleaning and extraction are performed automatically.

Based on a conservatively rated dry-weight load capacity of 30 pounds, the Monarch will clean, even with average runs of soap loads and specials, 120 pounds of garments per hour, it is claimed. A floor space of only 28 square feet is required for the drycleaning process, including both the Monarch and the Synth-O-Saver solvent recovery unit. Filters and still may be located away from the drycleaning machine if desirable.

Other features pointed out by the manufacturer include sturdy, reinforced and welded body construction, over-size outboard bearings and heavy-duty drive, giving extra long life and low maintenance. Eas-

SOLVINK Removes Ink, Rust, Paint & Blood Stains Faster *or your money back*

For 21 years drycleaners have been using Solvink to remove ink, rust, paint and blood stains. And, during all these years, Solvink has been sold on an absolute money back guarantee. Order this fast-acting liquid spotter for faster, better removal of stains in *your* plant. Solvink is safe on white or colored fabrics. Sold on a money back guarantee.

½ pint—2 solutions $2.25
For economy—Pints, Quarts and Gallons Available.

Order from your jobber today on a money-back guarantee. or Write Dept. N-1 for free sample

YOU NEED SOLVINK COMPANION PRODUCTS

- **TANSOL** for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL CO.

Corner of E. Stone Ave. & Bennett St., Greenville, S. C.

ily removable panels on each side of the washing drum allow accessibility to all working parts.

Detailed information on the complete drycleaning process, including the Monarch drycleaning machine, Synth-O-Saver recovery unit and perchlorethylene solvent, is available from Detrex Corporation, Box 501, Detroit 32, Mich.

Pennsalt Adds Chlorine Unit

Beginning the second major step in the development of its Calvert City, Ky., works, the Pennsylvania Salt Manufacturing Company has announced it will add new facilities, including an electrolytic chlorine-caustic soda unit, at an estimated cost of $8,000,000. Addition of the new unit will, for the first time in the United States, combine at one works four basic chemicals—hydrofluoric acid, sulfuric acid, chlorine and caustic soda.

In addition to production of chlorine and caustic soda, the new unit will also include facilities for producing anhydrous hydrochloric acid, and additional facilities designed for further expansion, since the new plant will make the Calvert City works another area for economical production of Pennsalt specialties using chlorine and caustic soda.

Preliminary work has already started and it is expected that the new plant will go into operation in early 1953. Power for electrolytic processes and plant operations will be supplied by TVA.

Pricing Catalog

An "Illustrated Price Catalog for Dry Cleaners," designed for use by routemen and counter clerks, has been published by Louis Corrado, 1112 North St., North Reading, Mass. The catalog includes illustrations of about 175 items of men's, women's and children's apparel, household articles, and repairs. The illustrations cover about every conceivable type of garment with different types of trimmings.

Beneath each illustration is a listing of work that might be done on the item, varied to suit its type, such as drycleaned and pressed, wetcleaned and pressed, pressed only, dyed and pressed, mothproofing, weatherproofing, extras for white garments or for de luxe service, for pleats, etc. Spaces for the prices are left blank, to be filled in by the individual drycleaner.

Hild Prize Contest

To celebrate its 25th anniversary, the Hild Floor Machine Company has announced that

1927-1952
HILD System
MAINTENANCE EQUIPMENT & SUPPLIES
OUR 25TH YEAR

on December 15, 1952, it will award a total of $500 cash in prizes to owners of the oldest floor, rug or carpet scrubbing machines still in regular use. Fred C. Hild, founder and president of the company, announced that any make of floor machine is eligible, although it is hoped the winner will turn out to be a Hild machine.

To enter the competition the owner has only to send in the make and serial number of the machine. If a machine is declared a winner, the owner must furnish proof that it is still in regular use.

Official entry blanks may be obtained by writing a postcard to Contest, Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.

Any information on the life of floor scrubbing machines under various conditions of use that is revealed by the contest will be made available to any interested party, Mr. Hild stated.

Founded in 1927, the Hild Floor Machine Company has made many contributions to the industry. It patented and introduced the Shower-feed Brush, and has since developed a complete line of floor and upholstery maintenance equipment and supplies. Mr. Hild served as president of the Floor Machine Manufacturers' Association from 1946 to 1948, and during the war served on the WPB Advisory Committee for that association, which succeeded in getting floor maintenance equipment rated as essential for the war effort.

Twin-Rapid Distributor

Reliable Steam Pressing Machinery, Inc., has announced the appointment of Western Laundry Machinery Co., 10th and Fayette Sts., North Kansas City 16, Mo., as exclusive distributor

When writing to advertisers please mention The NATIONAL CLEANER & DYER

of its Auto "Twin-Rapid" presses in the Middle Western states. The distributorship includes both the Auto "Twin-Rapid" General Purpose Press and the Auto "Twin-Rapid" Combination Shirt Unit Press.

Both units are completely automatic, one-operator presses. While one garment is being pressed, the second is being laid out. Then, with a light touch on the foot bar, the table automatically rotates, without buttons or levers. Designed for laundry use, the General Purpose Press can be set up with any combination of bucks to handle a wide variety of wearing apparel.

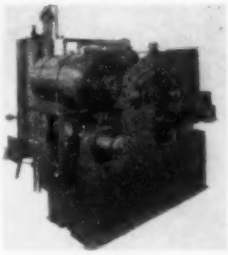
Detailed information may be obtained by writing to Reliable Steam Pressing Machinery, Inc., 173-179 Bergen St., Newark 3, N. J.

Warco Distributors

W. A. Ramsey has announced the appointment of Tessler Brothers, Ltd., Vancouver, B. C., as Warco Laboratories distributor in British Columbia.

Also added to the list of new Warco jobbers are Rosenberg Brothers Supply Co. of San Antonio, Texas; James E. Cox Co. of Atlanta, Ga., and the Central Supply Co. of Columbia, S. C.

New Ayr-Mor Unit



The Ayr-Mor Machinery Company, Inc., has introduced the New Ayr-Mor Compact, a drycleaning unit using perchlorethylene. J. P. Jorgenson, president of the company, states that the new machine has been tested in actual drycleaning practice for more than two years.

The Compact handles washing, extracting and reclamation in one cycle. It is designed to take from 40 to 50 pounds of clothes per load, and up to 100 pounds per hour can be handled. The average complete cleaning cycle is from 25 to 30 minutes. However, the washing period can be varied, depending upon the condition of the load. There is a soap dispenser on the front and soap can be injected without disrupting the cycle. The timer can be turned back to give longer or shorter time on any phase of the cycle.

Although the extraction speed is only 575 r.p.m., the extraction force in the 33-inch basket is high, the company states, so that a minimum of solvent remains in the clothes when the reclaiming phase begins.

The unit features an improved vacuum-type reclamation system in which hot air is brought through the front trunnion and passes directly into and through the clothes; it is not necessary for the whole machine to heat up before reclamation begins. As temperatures remain comparatively low during this phase, shrinkage and setting of stains are prevented, according to Ayr-Mor. Tests have shown, it is stated, that an average of 80 percent of the solvent is recovered.

The Compact is delivered with filter, still and reclaiming unit. The Monel screen filter has a 2000-gallon capacity and uses a liquid backwash. The still, which distills off 80 gallons per hour, can be operated continuously, if desired, when the unit is in operation. The still heater is easily cleaned by scraper action because it has a center heating post instead of the conventional coils.

As there is a minimum of vibration, the manufacturer states, elaborate foundations are not necessary for the 4000-pound unit. The cleaning unit itself is 84 by 42 inches. When the filter and still are placed behind the main unit, the entire machine can be installed in a space as small as a 7 by 6 feet. However, the filter and still can be located at any convenient place.

Detailed literature is available upon request from Ayr-Mor Machinery Company, Inc., 6546 N. Sheridan Road, Chicago 26, Ill.

Great Lakes Elects

Leonard W. Bughman, John J. Dowdle III, Bartley J. Fleming and Willis P. Tuller have been elected vice presidents of Great Lakes Carbon Corporation, New York City, it has been announced by George Skakel, president. The corporation operates plants and quarries in 17

For foolproof, proven efficiency. . . plus tremendous economies. . . there is no substitute for PRE-MARKED STRIP-TAGS

Also, the new 20 SPECIAL INSTRUCTION TAGS in 6 bright colors, a color for each department. Let TOKEN TAGS show you how to do it right the first time!

* Instantly revolutionizes marking methods!
* Saves 50% in marking and assembly time!
* Eliminates transposed numbers . . . . . claims!
* Clear Bold Numbers . . . No eye strain!
* Ink damage impossible - Throw your ink away!
* Tear them off - staple them on . . . it's that easy!

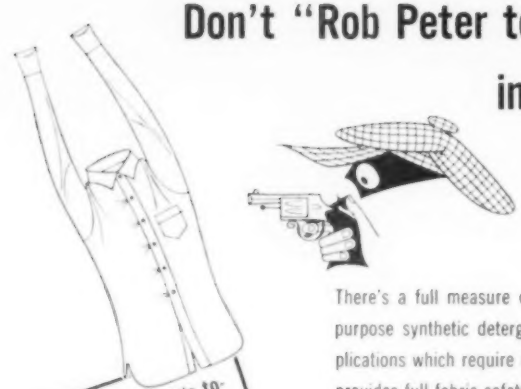
10-BRIGHT COLORS: numbers 1 to 30 in each color 300 color number combinations

Ask your distributor or write
PRE-MARKED STRIP TAG CO.
3232 INDIA ST., SAN DIEGO, CALIF.

- for best results, use both tags together!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Don't "Rob Peter to Pay Paul" in Your Wet Cleaning!



Try Orvus Extra. It's today's biggest value in safe, efficient wet cleaning.

ORVUS EXTRA GRANULES

Some synthetic detergents sacrifice safety in order to provide good cleaning action. Some are safe, but short on detergency.

There's a full measure of safety and detergency in Orvus Extra Granules. This multi-purpose synthetic detergent provides maximum cleaning power for the heavy soil applications which require it. Yet the unique type of builders used in making Orvus Extra provides full fabric safety for all soil classifications. The pH of an Orvus Extra solution is no more than the pH of an equivalent solution of mild neutral soap!

You can use Orvus Extra for almost every purpose. Does a grand job in the wheel or on the scrub table. Cleans "bleeders" efficiently in acid or salt solutions. Has the extra cleaning punch you need for wash trousers, reversibles and athletic uniforms. Gives excellent results in hardest water.

Procter & Gamble
CINCINNATI, OHIO

Orvus Extra Granules — the multi-purpose synthetic detergent

states. Its numerous products include Dicalite (diatomaceous earth), crude petroleum and natural gas.

Mr. Bughman, located in the corporation's Pittsburgh office, will give special assistance to all product divisions in the field of customer relations in addition to continuing his present sales activities in the Electrode Division.

Mr. Dowdle rejoins the company in the New York offices as assistant to the president.

Mr. Fleming, also located in the New York offices, retains the post of director of personnel, and Mr. Tuller continues as director of traffic.

Mehl Enlarges Staff of Sales Representatives

W. F. COMISKEY

CLAUDE A. NICHOLS, JR.

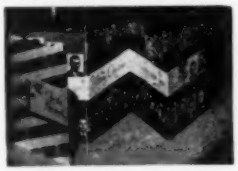
In line with its rapidly expanding packaging program for military and civilian requirements, Mehl Manufacturing Co., Cincinnati, Ohio, has announced another addition to its sales force. He is W. F. Comiskey, who will make his headquarters in Kansas City, Mo., and will cover that point as well as the Central States territory.

Claude A. Nichols, Jr., who now represents Mehl in the Detroit and Michigan area, joined the organization after a long stretch in the Army Air Force.

Hopkins Hauls 'Em In

Some striking results of a Florida vacation are seen in the photograph above with their justly proud captor, Phil Hopkins of the Hopkins Equipment Co., Hatfield, Pa. Flanked by two amberjacks is a 198-pound, 9-foot-8-inch blue marlin, brought to gaff in exactly two hours. Mr. Hopkins' catch was the season's first blue marlin.

Street's Christmas Card



As the final step in its 75th anniversary celebration in 1951, R. R. Street & Company Inc. mailed a special Christmas card to 25,000 plantowners and allied tradesmen.

As shown in the above photograph, the format is similar to Street's 1950 Christmas card, but the design is new and different. The cover is candy-striped red and white. The card opens into five panels, with green the predominant color.

On the first panel appear the photographs and names of four of Street's departmental managers: C. E. Stauffer, chemical research; C. B. Kasson, field technical service; J. L. Mayberry, business administration, and E. J. Heidersbach, market research.

On the remaining four panels, around the greeting, are arranged the photographs, names

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and headquarters cities of Street's 34 field technicians, listed in order of seniority of service:

Perry Walker, Atlanta; Jim Wellwood, Milwaukee; Bill Wilburn, Chicago; Joe Keegel, Jersey City; Tom Hainline, Seattle; Jack Fields, Los Angeles; Roy Ross, Philadelphia; Chad Myers, Memphis; Jack Stephens, Kansas City; Fred Stiles, Tampa; Tom Lewis, Charlotte; Harvey Prichard, St. Louis; Sam Walker, Boston; John Weaver, Cleveland; Owen Rosenberger, Minneapolis; Harry Remortel, Baltimore; Al Graham, Indianapolis; Bax Baystresser, Los Angeles; Irv Moore, Denver; Dale Maple, Richmond; Karl Uri, Chicago; Bob Ross, Rock Island; Shan Holsinger, Omaha; Larry Raynes, San Francisco; Jake Wagner, Detroit; Clyde Herbold, Pittsburgh; Phil Dantzker, Hartford; Ray Schwenk, Brooklyn; Lin Giddings, Columbus; Larry Humphries, Greensboro; Bob Riddle, Buffalo; Carter Walters, Houston; Art Orcutt, Dallas, and Harold Fromm, New York City.

In the center of the fifth panel appear the photographs of Bob Schoen, currently on leave of absence; Captain Stan Tesko, Marine Corps, and Sam Bevis, Army.

Mid-Atlantic Moves

MILT EHRENREICH

M. H. "Uncle Milty" Ehrenreich, president of Mid-Atlantic Machinery Co., has announced the removal of the firm to its new office and plant at Bldg. No. 9 Congressional Airport, near Rockville, Md. The company sells and services cleaning and finishing equipment made by a number of well-known manufacturers and also carries a stock of parts.

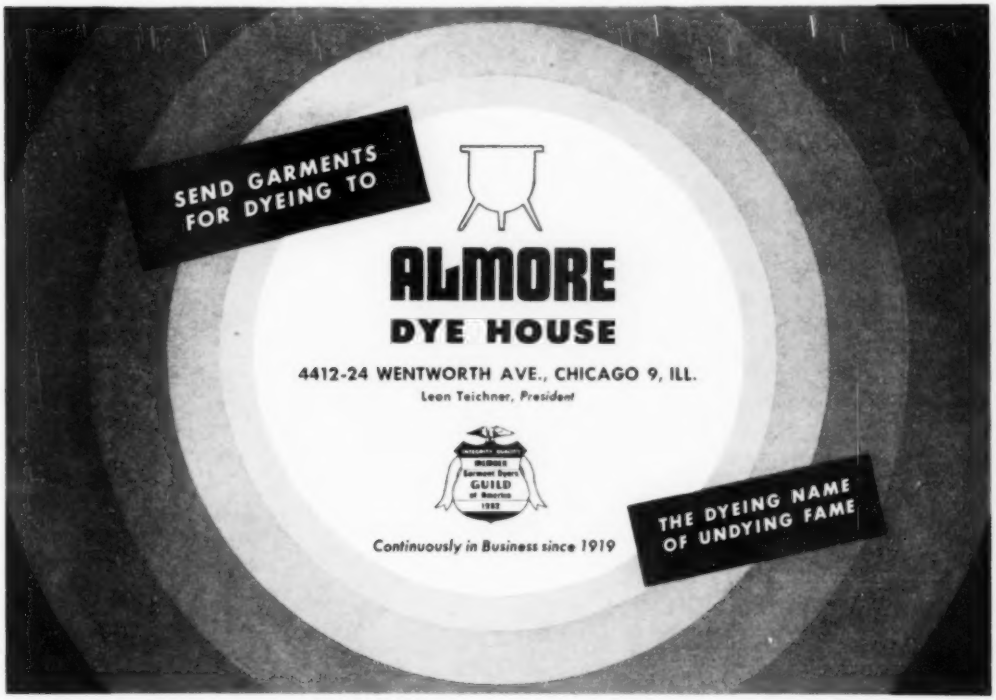
Allied Tradesmen of Los Angeles Elect

NEW OFFICERS of Laundry and Dry Cleaning Suppliers and Allied Manufacturers, at November 28 meeting in Los Angeles, left to right: Scotty Moore (Pantex Corporation), vice president; Venice Ramsey (Warco Laboratories), secretary-treasurer; Ernie Jewett (Goss-Jewett Co.), president. Guest of honor at meeting was Stanley Hall, LCATA president

Filtrol To Build New Research Laboratory

Filtrol Corporation, Los Angeles, Cal., has announced construction of a new 16,000-square-foot research building to house its varied and greatly expanding research activities. It will be located adjacent to Filtrol's Vernon plant.

The new building will incorporate the most advanced facilities for conducting research in product development and for efficient use of Filtrol products in the many industries the company serves throughout the world. Facilities are being



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Sales Promotion Tips

... For BERLOU Mothproofing Dealers

There's an adage that says, "Doing business without advertising is like winking at a girl in the dark. You know what you're doing, but nobody else does."

Have you been guilty of "winking in the dark" in your promotion of Berlou Mothproofing or some of your other services? You can't make money on those extra services if you don't let your customers know about them. And, telling them once isn't enough. People forget. You've got to advertise and promote your services every day, every week, month in and month out.

What then, can you use to accomplish this promotion job? Our suggestion is to start off with the easiest, most effective, economical printed item you have available in your plant today.

USE BERLOU POCKET STUFFERS

These handy, sales-stimulating circulars are one of the easiest, most effective ways to keep your customers reminded of your Berlou Moth Protection Service. By putting one in the pocket of every garment leaving your establishment, you are getting the Berlou sales message across to your best customers with a minimum of cost and labor. Even if only a few customers responded each week, you would still make a profit, and you would be building for repeat business.

This is not a "one shot deal"—use these circulars throughout the year, and watch your Berlou business grow. Berlou pocket stuffers, imprinted with your name, address and telephone number, are provided with every order and you can order more as you need them. Berlou also provides a complete line of garment tags, direct mail letters, radio spots, newspaper ads, decals, window streamers, and counter and window display signs for use by authorized dealers. And remember, Berlou is the only mothproofing service backed up by an aggressive national advertising program in leading magazines.

5-YEAR GUARANTEE IN WRITING

Berlou is guaranteed to keep garments free of moths for five full years, or Berlou will pay for the damage. This is not a boast, but an established, proven business proposition—one which your customers will like and which will make money for you. It's the best selling point you have for your customers. Berlou has been offering this 5-year guarantee since 1930—and today more professional mothproofers use Berlou than all others combined.

We've written a pamphlet outlining the things you should know and what to do to make money with Berlou. Drop a card to us and ask for bulletin TP51. It's free.

THE BERLOU COMPANY

35 Blaine Ave., Marion, Ohio

In Canada: The Berlou Co., Ltd., London, Ontario

NOTE: If you are not already a Berlou Mothproofing dealer, write for "Berlou's Profit Builder Plan" today, and learn how you too can increase your net profit as much as $1000 to $5000 in a single year.

installed for extensive drycleaning production improvement. Completion of the building is expected before the middle of 1952.

Filtrol Corporation has always placed great emphasis on its research program, and its success is made evident by the wide variety of products developed over the years. As a product of Filtrol research, the company is currently supplying 50 percent of all cracking catalysts sold for the catalytic cracking of petroleum for the production of high octane gasoline. Another more recent product of Filtrol research resulted in the construction of a new $3,000,000 catalyst plant in Salt Lake City, early in 1951, to meet demand. It is reported that several other projects now under investigation will be equally important.

Raduns Joins Industrial

ROGER C. RADUNS

WALTER E. SCHLICHTE

The Industrial Chemical & Supply Company, Tampa, Fla., has announced that Roger C. Raduns has joined the company. According to owner Walter E. Schlichte, in his new post Mr. Raduns becomes a co-owner of the company. He will coordinate its increasing management, administrative and merchandising activities.

The company represents a number of leading manufacturers as a distributor in Central Florida of their specialized products for various industrial applications, including laundry sours, blues, detergents, soaps and starches.

Mr. Raduns brings with him to Industrial Chemical & Supply Company more than two decades of experience and specialized knowledge in the application, sales and service of cleaners, detergents and related specialized chemical products in laundry washroom operation and food-processing-plant sanitation and maintenance. For the past six years he has been supervisor of laundry sales and service for a leading chemical firm. He is a member of a number of trade organizations, including the Laundry and Cleaners Allied Trades Association and the Institutional Laundry Managers Association.

In announcing Mr. Raduns' association with the company, Mr. Schlichte also reported that the firm is now expanding its warehouse facilities and enlarging its product lines to better meet the growing industrial needs of Central Florida.

Pennsalt Promotes Beard

BRYCE V. BEARD

The appointment of Bryce V. Beard as sales supervisor of Pennsalt of Washington's Laundry and Dry Cleaning Division has been announced by George O. Scheidler, sales manager.

In his new duties, Mr. Beard will supervise a laundry and drycleaning sales service in the Western territory and will personally handle certain consumer accounts in the Los Angeles area. He will make his headquarters in Los Angeles at the company's sales office at 4820 Loma Vista Ave.

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Mr. Beard has been with Pennsalt since 1945, formerly serving as sales technician in southern California, Arizona and Nevada. He is a graduate of the American Institute of Laundering.

Kamen Appoints Guernsey

F. H. GUERNSEY

The appointment of F. H. "Doc" Guernsey as director of sales has been announced by Kamen Soap Products Co., Inc., New York. Dr. Guernsey, who was formerly associated with two well-known chemical manufacturers, is widely known in the soap, detergent and chemical markets. He will direct a nationwide program marketing Kamen's line of soaps and detergents.

American Sleeve Finisher

The Formatic Automatic Sleeve Finisher, recently introduced by The American Laundry Machinery Co., incorporates a new feature of automatically measuring shirt sleeves before ironing them.

As described in the announcement, merely touching a pushbutton on the control rod against the shoulder seam of the right sleeve actuates a device which automatically measures the exact length of the sleeves, for accurate ironing from shoulder seams to cuffs. At the same time the vertically mounted, steam-heated aluminum bucks pivot into heavily nickel-plated chests in a "rocking chair" motion, remaining perfectly aligned. Powerful wedge-action, squeeze pressure exerted by the specially designed chests over every portion of the sleeves on the bucks gives a uniform bosom-like finish.

Sleeves are pressed on the bucks as quickly and easily as putting them on a sleeve form, according to American. Convenient knee controls expand the buck wings to fit the sleeves for over-all contact with the chests. When the bucks are released from the chests, the buck wings retract automatically for quick removal of the sleeves. Bucks and buck wings are fully padded, and the padding can be changed easily and quickly.

A one-station, motor-driven, electro-pneumatic timer, which automatically releases the bucks from pressure after the preset ironing time, can be furnished as an optional extra. When used in Formatic or other shirt units equipped with the electro-pneumatic timer, the Formatic Automatic Sleeve Finisher can be connected to one of the stations of the preset timer.

For full information on the Formatic Automatic Sleeve Finisher, write The American Laundry Machinery Company, Cincinnati 12, Ohio.

Direct-Mail Service

A new direct-mail series, known as the Mail-Art Service, consists of 12 three-color mailing pieces designed especially for the drycleaner. An eye-catching illustration leads into short tied-in copy of five or six lines. A space at the bottom of the piece carries the name and address and distinctive signature of the individual plant. The pieces are meant to be sent once a month to prospects or old customers.

Complete information may be obtained by writing to Frank Corkdale, Mail-Art Service, 218 Nogales St., Santa Barbara, Cal.

Aid for Gas-Fired Boilers

A new draft regulator designed to increase gas-fired boiler efficiency, and to eliminate many operating problems related to draft, has been announced by the Field Control Division, H. D. Conkey Company. It is

Boost Press Production

25%

WITH BILLMYRE DRYSET!

DRYSET boosts production because it dries garments instantly with *dry* air. Finishing time is drastically cut. Working conditions are improved because Dryset uses no steam. There are no bursts of live steam to raise humidity and room temperature. Operators can work faster.

Economical Model #6 for Shops using up to 6 presses.

DRYSET
Pays for Itself

In only a few months, substantial savings in steam and finishing time pay the cost of your Dryset. Get all the facts—mail coupon today.

Dryset units like this one serve up to 250 presses.

LAMSON CORPORATION, Billmyre Blower Division
459 Lamson St., Syracuse 1, N. Y.

Please send me your DRYSET Bulletins — free of charge. I have (or shall have) ..... pressing machines.

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

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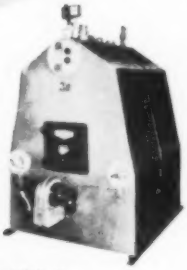
SAVE WITH A
Steem-Atic
VERTICAL WATER TUBE BOILER



COMPACT POWER PLANT, EQUALLY EFFICIENT AND ECONOMICAL WITH ANY TYPE OF FUEL

Write for Catalog BSA-1
BOOTH NO. 1 At The Show
First to Serve You at the N.I.C.D. Convention in St. Louis February 7-9

KISCO BOILER & ENGINEERING CO.
2414 DeKalb St. St. Louis 4, Mo.

GROSS STAR
Aluminum GRID PLATES
GLEAMING WHITE Acid-Treated Surface

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

from your jobber

up to 46" $14.85
mushroom . 11.00
over 46" . . 19.25

L. BEHRSTOCK CO. 1708 S. State St. Chicago 16, Ill.

claimed that the control, when installed on either new or old boilers, eliminates many operating difficulties. An optional switch is available for use with the control which enables the control to provide positive burner shut-off in case of dangerously prolonged down-draft or blocked flue conditions.

Complete engineering information and specifications of the Field Type M-G Double Acting Barometric Draft Control can be obtained by writing to Department 116, Field Control Division, H. D. Conkey Company, Mendota, Ill. Also available is a bulletin reporting the results of extensive research into the regulation of draft on gas-fired boilers having burners with inputs of 400,000 B.t.u. per hour and over.

Customer Complaints and CLEANING TROUBLES Throwing You!

USE
SOL-CLAR & BEAU-CLEAN
FILTER & CLARIFYING POWDER DRY CLEANING SOAP
. . . they Give Perfect Results
SOL-CLAR & BEAU-CLEAN end dry cleaning headaches — insure highest quality work and satisfied customers. Make higher profits! Solve your cleaning problems as thousands of other successful plant owners have done.

Ask Your Jobber For
SOL-CLAR & BEAU-CLEAN
MURPHY SALES CO.
P.O. Box 153, St. Simons Island, Ga.

PEOPLE AND PLACES

SOUTH WEST

Du Rite Cleaners has been opened by Louis and Frances Boccuzzio at 347 Richmond St., El Segundo, Cal.

Mr. and Mrs. Herman Gruno held open house for the new plant of Wardrobe Dry Cleaners at 118 W. Sixth, Junction City, Kans. New drycleaning and boiler equipment has been installed.

Hy's Dry Cleaners, Calder and 17th, Beaumont, Tex., has been sold by Hyman Ginsberg to Mr. and Mrs. Sam Malley. The firm name will be changed to Alamo Cleaners.

The sale has been reported of Culver Cleaners, 9432 Washington Blvd., Culver City, Cal., by David Stromberg to Leonard Kessler.

Mr. and Mrs. John Hale have sold Supreme Cleaners, Blanchard, Okla., to Lloyd Bowser.

Elco French Dry Cleaners, 10955 Venice Blvd., Culver City, Cal., has opened a drive-in branch at Venice Blvd. and Overland Ave., it was announced by proprietors Mr. and Mrs. Dick Spiwak.

Ben Ellis, who recently purchased Ableson Cleaners, S. Washington Ave., Iola, Kans., has announced a change of name to Ellis Cleaners.

The Glo Cleaning System, Dallas, Tex., has opened its seventeenth store, in the Walnut Hill Shopping Village, under the management of S. C. Alley.

St. Paul Cleaners, owned by Karl E. Pierce and W. P. Thorne, has opened a plant in the Walnut Creek (Cal.) Shopping Center, under the management of Mr. and Mrs. Don Worley.

Frank Lambo has taken over full ownership of DeLuxe Cleaners, Dove Creek, Colo., which he formerly owned in partnership with Mrs. Cleve Culpepper.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Designed for Economy
...In Cost...In Operation

EXCELSIOR

Specialty Equipment

- Garment Finishing Machines
- Steam Spotting Machines
- Pressing Machines
- Steam Vacuum Ironing Boards
- Fabric Head Pressing Machines
- Puff Irons
- Hot Finishing Systems

CONSULT YOUR JOBBER OR WRITE DIRECT

EXCELSIOR MACHINERY COMPANY

1454 RANDOLPH STREET • DETROIT 26, MICHIGAN

H. Burton Sherman has announced intention to sell Marble Cleaners, 1623 Montana Ave., Santa Monica, Cal., to Mr. and Mrs. Louis C. Herbots.

Wehrung's East Side Cleaners, 212 Austin, Denton, Tex., owned by Mr. and Mrs. J. R. Wehrung, has opened pickup branches at 2317 N. Elm St. and 1025 W. Prairie St.

The Cleaning Bar, Beverly Hills, Cal., has opened a new plant at 1924 Colorado Blvd., Eagle Rock, Los Angeles, Cal. The business is owned by Jerry Roos.

Superior Dry Cleaners, 410 N. Oak Ave., Mineral Wells, Tex., has been sold by J. D. Hulsey to A. B. Hitt, a former owner.

Village Cleaners has been opened by Mrs. Carl W. Matson in Lincoln Center, Stockton, Cal.

Mr. and Mrs. Richard Lemen have opened Lemen Cleaners on East Ave. N., Lyons, Kans.

Operation of Arcadia (Cal.) Cleaners, 109 E. Huntington, has been taken over by Alyce Morrow and Carmel Carver.

ABC Cleaners, Seneca, Kans., has added some new finishing equipment.

Alex' Cleaners, 168 Leland Ave., San Francisco, Cal., has been purchased by Mrs. J. DeCocco.

M & L Quality Cleaners has been opened at New Boston, Tex., by Dorothy Martindale and Rebecca Looney.

Sterling-Dollar Cleaners has opened its ninth store, at the new Lakeshore Plaza shopping center, San Francisco, Cal. The firm, owned by C. P. Tanner, president, and L. B. Gross, vice president, has its headquarters in Burlingame.

Mark Gardner, owner of Sparkling Cleaners, Inglewood, Cal., has opened a new store at 105 S. Hawthorne Blvd., Hawthorne.

Owner J. J. Johnson has installed a new drycleaning unit at Model Cleaners, Socorro, N. M.

A complete cleaning plant has been installed at Modern Cleaners, 439 San Mateo Ave., San Bruno, Cal., by proprietor G. W. Centers.

A remodeling and expansion program has been completed by C. C. Smith at Smith Cleaners, Killeen, Tex. A new plant is under construction at Copperas Cove.

New equipment has been installed by B. M. Campbell at Campbell's Cleaners, 210 S. Mesquite, Arlington, Tex.

Charles W. Golds has filed notice of intention to sell Mode Cleaners, 2304 Wilshire Blvd., Santa Monica, Cal., to Estelle Kipnis.

Joseph Sandler has opened a Sandler Cleaners store at 2119 Brooklyn Ave., Los Angeles, Cal.

M. F. Childress has leased Davis Cleaners, Jayton, Tex., from Jack Davis.

Township Cleaners has moved to larger quarters at 137 Mission St., Irvington, Cal. Owners Ed and Madeline Haynes have also installed new cleaning equipment.

The fictitious name of Valley Cleaners, Main St., Solvang, Cal., has been filed by Mr. and Mrs. Louis A. Diaz and Mr. and Mrs. J. Diaz.

Among the business establishments in the new Billy Mitchell Community Center, San Antonio, Tex., is Cavalier Cleaners.

For quality cleaning that customers remember...

FBC

DRY CLEANING DETERGENT

FAST! LOW COST! THOROUGH!

FBC assists cleaning solvent to penetrate clothing quickly, thoroughly — utilizes moisture normally present in garments to increase cleaning action of solvent. FBC gives whiter whites, sharper bright colors — restores original lustre and feel to garments. Only ½ oz. FBC needed per 10 lbs. of clothing. Available through your former "Ovalclene" distributor.

"This product is made in accordance with the improved formula of the dry cleaning detergent formerly manufactured by the DuPont Company and sold under the DuPont trademark Ovalclene. However, the Fry Brothers Company takes full responsibility for the quality of the product."

THE FRY BROTHERS CO.

SOAP MANUFACTURERS SINCE 1876

1728-46 DANA AVENUE CINCINNATI 7, OHIO

AJAX DRY CLEANING PRESSES

A complete line of presses with all steel construction and six exclusive mechanical features that will save you time and money.

Write for details

WESTERN LAUNDRY PRESS CO.

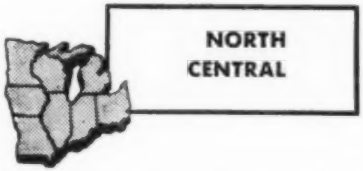
Salt Lake City, Utah • 619 South 5th West St.

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

COST AS LOW AS 77¢ per ft.

TIME $AVER$

83-99 Walnut St. • Montclair, N. J.



Cooper's Cleaners, 926-928 W. State St., Rockford, Ill., has been remodeled and reopened under the management of Don Venitelli and Dave Lenzini.

Pat's Cleaners, New Ulm, Minn., has been sold by Kenneth Prahl to Edwin Meyer.

Vogue Cleaners, N. Walnut St., Bidgeville, Ind., has been sold by Keith Addington to Mr. and Mrs. Lee Arthur Painter.

New cleaning equipment has been installed by Estil Carter at Weston (Mo.) Cleaners.

Amy's Cleaning and Repairing has been opened at 748 E. 75th St., Chicago, Ill.

Construction has started of a new plant for Geauga (Ohio) Dry Cleaners, operated by Earl White.

New System Cleaners has been opened by L. Lazoff at 7071 N. Glenwood, Chicago, Ill.

Earl Stanfield, an NICD graduate, has opened Fashion Cleaners at 509 McKinley St., Columbus, Ind.

Damage estimated at $3,000 was caused by a fire at We-Go Cleaners, 222 Main St., West Chicago, Ill. The fire was apparently caused by a back draft from a gas burner, fanned by wind. The owner, Carl Belschner, stated he would immediately repair the damage and reopen the business.

Heward's Dry Cleaners, Three Oaks, Mich., has been sold by Joe Heward to Stanley Busse, who previously leased the establishment.

Gene Lamb has joined his parents in operation of DeLuxe Cleaners, Brookfield, Mo.

DeKalb (Ill.) Cleaners has moved to new quarters on Main St.

Owner Busche, who had leased Bert's Dry Cleaners, Osakis, Minn., to Ralph Holverson for a year, has reassumed management of the plant.

Calhoun Cleaners has moved its cleaning equipment to new quarters at East Hardin, Ill.

White-Fox Drycleaners, Waveland, Ind., has been purchased by Donn Spencer.

Lee Cleaners, Inc., has been incorporated at Madison, Wis., by William R. Lee of Maple Bluff.

Mercury Cleaners, Galena, Ill., has installed hat cleaning equipment.

Harvey Houze has installed a drycleaning unit at D. I. Cleaners, Minerva, Ohio.

Al Zuidema has bought A & M Cleaners, 227 E. Main St., Morrison, Ill., from A. L. Benedict.

Pioneer Dry Cleaners has been opened at Aurora, Minn., by Mayor Frank Bolka and Frank Karich.

Westchester (Ill.) Cleaners has been opened on Roosevelt Rd.

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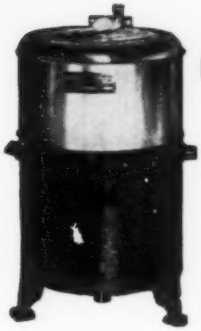

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TOLEDO, OHIO

Mr. and Mrs. J. Morgan have opened Mercury Cleaners at Independence, Wis.

The 40-year-old firm of Banner Cleaners and Dyers, headed by Edward Cohen, has purchased the building it occupies at 500 S. Brentwood Blvd., St. Louis, Mo.

Paris Cleaners, 221 E. Noleman St., Centralia, Ill., has been incorporated as Lamblin's Paris Dry Cleaners, Inc., with executives Eugene A., Mary E. and Wendell D. Lamblin.

Nathan Katz recently held open house for the new plant of Katz Tailors and Cleaners at 27 First S. W., Mason City, Iowa.

Mrs. Ann Wikstrom and Mrs. Siri Nelson have reopened Victor Johnson's Tailor Shop at 809 Oak St., Winetka, Ill., as Oak Street Cleaners and Tailors.

Mr. and Mrs. Chirs Sarber have purchased the former Wilcox drycleaning plant on Pearl St., Butler, Ind., and have installed new equipment.

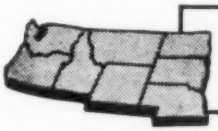
United Cleaners has opened a branch at 3533 Lawrence, Chicago, Ill.

New pressing equipment has been installed by Nu-Way Cleaning, Crane, Mo.

Ed Meek's Cleaners has moved to a modern new plant at 912 S. 10th St., Mt. Vernon, Ill.

Construction has started for a new cleaning plant at 135 Green Bay Rd., Wilmette, Ill., to be operated by Perkovic Brothers of Evanston.

Two former GI's, Jack Parker and Bob Willis, have established Dres-Well Cleaners at 105 Porter Ave, Chesterton, Ind.



NORTH WEST

Harry Thelin has installed some new equipment at Thelin Dry Cleaners, Sisseton, S. D.

Broadway Cleaners, Broadway, Seaside, Ore., was completely destroyed by a fire of unknown origin.

A dryceaning plant has been opened at Washburn, N. D., by Mr. and Mrs. George Ellis.

Mayor Lohn Lienhard has sold Dres-Well Cleaners, Hermiston, Ore., to Bill Battershell and Ernest Perkins.

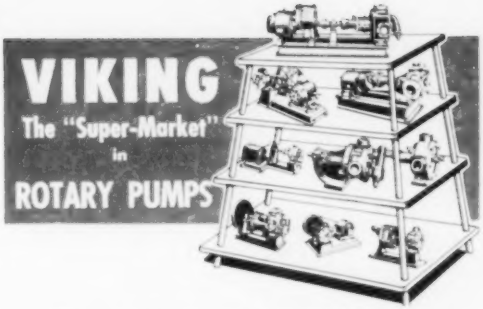
Mr. and Mrs. Tom Mills have purchased the interest of Vernon L. Whittenburg and become sole owners of Drive-In Cleaners, 705 S. Stephens St., Roseburg, Ore.

Jack Stacey, owner of Stacey's Cleaners, Portland, Ore., has announced installation of equipment for pillow renovating.

Amity (Ore.) Cleaners, owned by Dean and Dorothy McDermeit, is constructing an addition to the plant on Trade St. to house cleaning equipment.

Al Phillips, The Cleaner, Seat-tle, Wash., has anounced the opening of a new plant in Richland.

Mr. and Mrs. Wayne Shumaker have discontinued operation of their self-service laundry and will devote their time entirely to Gold Beach (Ore.) Cleaners. They plan to enlarge facilities and add some new equipment.



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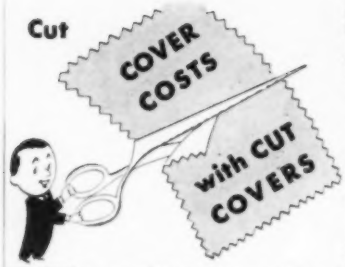

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Rushville (Neb.) Cleaners has been sold by Mr. and Mrs. Ted Kidney to Mr. and Mrs. F. B. Marsh.

Oakland (Neb.) Cleaners has added to its pressing facilities.

Thorpe Cleaners, Chamberlain, S. D., has been sold by Jack Thorpe to A. H. Kulm, owner of Kulm Laundry. The drycleaning plant will continue in operation but the combined business will be known as Kulm Laundry and Cleaners.

Saulner's Cleansers has moved to a new plant at 165 Oak Grove Ave., Fall River, Mass.

Lord and Company has moved its cleaning plant to 206 Main St., Toms River, N. J.

Klein's Cleaners, 126 Columbus St., North Adams, Mass., has discontinued business. The equipment was purchased by Archie A. Poirier, proprietor of Adams Laundry.

Riteway Cleaners, owned by Ernest Augustine, has opened its new plant at 10th and Broad Sts., Millville, N. J.

The business name of Sanes Cleaners, 1741 Fifth Ave., Pittsburgh, Pa., has been filed by Louis and Janet Sanes.

A drycleaning establishment has been opened on Main St., Petersburg, W. Va., by Mrs. Alice Woods Turner.

Con's Tailor Shop, 68-70-72 N. Main St., Mechanicville, N. Y., recently celebrated its twenty-third anniversary. The business was founded by Con A. Santagato, who now operates it with his three brothers, Anthony, Pat and Frank.

Imperial Dry Cleaners, 2002 Peach St., Erie, Pa., has been purchased by Max Friedland and his sons, Henry and Howard, who are both veterans.

May's Cleaners, 777 W. Pike St. Clarksburg, W. Va., has been sold by Mr. and Mrs. John C. May to Arthur A. Borchert and O. Wilson Flint.

Solomon's, Inc., 170 Bank St., Burlington, Vt., has opened an additional plant at 134 Church St., owner Israel Solomon has announced.

A certification of incorporation has been filed for Royal Cleaners, Inc., New Haven, Conn., by Howard and Mary Friedman and Betty Harrison.

Rogers Cleaners has leased the drycleaning and laundry department of the M. N. Laundau Co. store at Main and Hanover Sts., Laconia, N. H.

Harry Davis has filed the fictitious name of Davis Cleaning & Dyeing Company, 6350 Broad St., Pittsburgh, Pa.

Bradley's Cleansers has moved to new quarters on Depot Sq., Hyannis, Mass. Owner Albert L. Bradley plans to add a new cleaning plant at the rear.

Parkway Cleansers, 4174 Washington St., Rosindale, Mass., has opened a drive-in branch at 1438 Centre St.

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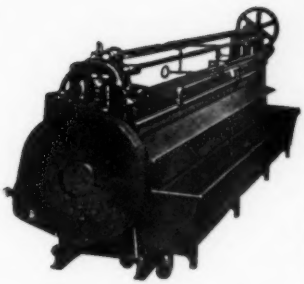

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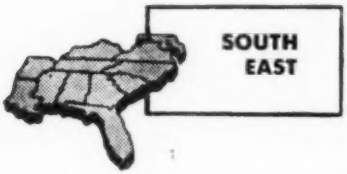
Litchfield (Conn.) Cleaners and Dyers has been purchased by William Healey and Daniel Sforza, both NICD graduates and World War II veterans. The firm's plant is on Meadow St. and office on West St.

Valet Club Cleansers has been opened by L. Arthur Weinstein in Hyde Park, Mass.

John J. Mullaney has opened Holiday Cleaners on Rowley St., Agawam, Mass.

Gratton-Roy Quality Cleaners, Derby Line, Vt., has purchased a lot on E. Main St., Newport, on which it plans to build a new plant. Owners Roland Roy and Jean Gratton also plan to install new equipment.

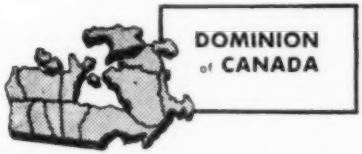


Glenwood Cleaners has been opened at 707 N. 21st St., Paducah, Ky.

Lamb's Cleaners, 710 O'Hear, North Charleston, S. C., will celebrate its fifth anniversary in February.

The drycleaning plant of Quality Laundry and Cleaners has been opened by E. M. Magaha and his son, Carl H., on the Tamiami Trail at Naples, Fla., under the management of H. B. Hoke. For the present, laundry is being processed at the firm's Fort Myers plant.

Jones Dry Cleaners, 129 Market St., Charleston, S. C., has opened branches at 289 Calhoun St. and in Riverland Terrace. The firm is owned by Harold Jones.

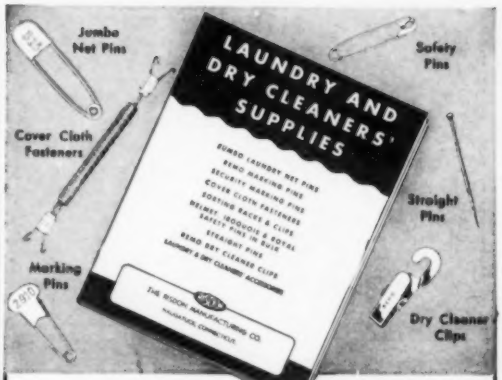


Pal Cleaners has been opened in a new modern plant on No. 3 Highway South, Delhi, Ont. The owners, John A. Johnson and Norman C. Todd, are both RCAF veterans.

Vail's Cleaners Ltd., 386 Wellington St., Ottawa, Ont., has been granted permission to erect a storage building.

Tremblay Cleaners was one of four stores on Main St., Mission, B. C., destroyed by a fire of unknown origin.

Celebrating its twentieth anniversary, French Cleaners Ltd., London, Ont., opened its new plant at 110 Wellington Rd. South. A shirt laundering department has been added to the business, of which Mrs. John Lombardo is president, Mr. Lombardo is vice president and general manager, A. J. Locksley plant manager, and Mrs. Jean Reader secretary.



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"Within ten days, if you are not more than convinced that Bixbee #20 will do everything we claim, your dollar will be cheerfully refunded.

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- ✓ SPIX SIZING

Spix PRODUCTS COMPANY
119 Dahlem Street Pittsburgh 6, Pa.

OBITUARIES

Ignatius A. Adelman, 66, who was active in the drycleaning business for 40 years and was a former president of the Evanston Cleansers, Evanston, Illinois, died recently. He is survived by his widow, a son and a sister.

Mrs. Beulah E. Austin, who was associated with Dorr D. Austin in the drycleaning and laundry business for many years, died December 3 at her home in Austin, Minnesota. Mrs. Austin was also active in club and church work.

Henry Samuel Cousins, 64, founder of Cousins Limited, Halifax, Canada, died November 15 after a long period of illness. Mr. Cousins, a native of England, founded the firm in 1919, remained as president and managing director until 1943, when he became chairman of the board of directors. He held the latter position until his death. During World War I Mr. Cousins served overseas. He was a member of the Rotary Club, Commercial Club and Virgin Lodge, A. F. and A. M. He is survived by his wife.

Frank F. Filling, 57, proprietor of a drycleaning establishment at Columbia, Pennsylvania, died November 11 after a brief illness. He was president of the Lancaster County Cleaners Guild, a director of the Pennsylvania Association of Dyers and Cleaners, a member of the National Institute of Cleaning and Dyeing and of many fraternal organizations. He is survived by his wife, five sons, three daughters, three brothers and five sisters.

Glen G. Fox, proprietor of Fox Cleaners at Belleville, Kansas, died suddenly November 13 of a heart attack. Survivors are his wife, two daughters, three brothers and three sisters.

Wilfred M. Fry, 82, a founder of Fry Bros. Co. of Cincinnati, Ohio, died November 27. He was a 32nd degree Mason, a Shriner, and an active member of the Cincinnati Club. Mr. Fry is succeeded by his son, W. B. Fry, and by three daughters.

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THE MONTPELIER MANUFACTURING CO., MONTPELIER, O.

Raymond Hill, 57, proprietor of a cleaning establishment in Indianapolis, Indiana, died of a heart attack while fishing. A veteran of World War I, he was a member of Wayne Post, American Legion. Survivors are his wife and a sister.

John Johnston McCullough, 75, proprietor of a dry-cleaning business in Lindsay, Ontario, Canada, until his retirement two years ago, died recently. He is survived by his daughter.

Edwin L. Thomas, 54, of Jacksonville, Florida, died November 10 in Chicago following the AIL convention. A native of Florida, Mr. Thomas attended Georgia School of Technology and Stetson University. In 1915 he started the Consolidated Dry Cleaning Company in Tallahassee, which was run by his wife while he served in World War I. In 1925 he sold the plant and traveled for the Miller-Lenfesty Supply Company. He founded the Florida Laundry & Dry Cleaners Supply Company of Jacksonville in 1933 and of Miami in 1946. In 1947 he founded the Laundry Center, Inc., Jacksonville. Mr. Thomas was a member of the Laundry and Cleaners Allied Trades Association, the Elks, American Legion, Veterans of Foreign Wars, Jacksonville Chamber of Commerce and Jacksonville Credit Association.

Elmore W. Turner, who for the past six years was in charge of advertising for the Drycleaning Division of Detrex Corporation, Detroit, Michigan, died November 13. Mr. Turner was active and well known throughout the industry, and was largely responsible for the founding of the Better Cleaners Guild in metropolitan Detroit.

MEETINGS SCHEDULED

January 19 and 20—Louisiana Laundry and Cleaners Association, Annual Convention, Bentley Hotel, Alexandria.

January 19 and 20—Oklahoma State Association of Cleaners and Dyers, Annual Convention, Tulsa Hotel, Tulsa.

January 19, 20 and 21—National Institute of Rug Cleaning, Annual Convention and Exhibit, Hotel Statler, Boston, Massachusetts.

January 19, 20 and 21—Michigan State Association of

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Cleaners and Dyers, Annual Convention, Hotel Olds, Lansing.

February 7, 8, and 9—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, St. Louis, Missouri.

February 16 and 17—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

February 22 and 23—Utah State Cleaners Association, Annual Convention, Newhouse Hotel, Salt Lake City.

February 22, 23 and 24—Iowa State Cleaners & Dyers Association and **Nebraska** Cleaners Association, Joint Annual Convention, Hotel Fontenelle, Omaha, Nebraska.

February 27 and 28—North Carolina Association of Launderers and Cleaners, Annual Convention, Hotel Robert E. Lee, Winston-Salem.

March 7, 8 and 9—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Prince Edward Hotel, Windsor, Ontario.

March 18 and 19—Arkansas Cleaners and Dyers Association, Annual Convention, Marion Hotel, Little Rock.

March 26, 27 and 28—Texas Laundry and Dry Cleaning Association, **Oklahoma** Laundry Owners Association, Joint Convention, Gunter Hotel, San Antonio, Texas.

April 23, 24 and 25—Laundry and Cleaners **Allied Trades** Association and Laundry and Dry Cleaners **Machinery Manufacturers** Association, Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

May 8, 9 and 10—Northwest Launderers and Dry Cleaners Association, Annual Convention, Yakima, Washington.

May 8, 9, 10 and 11—New Jersey Laundry and Cleaning Institute, Annual Convention, Hotel Traymore, Atlantic City.

May 15, 16 and 17—Montana, Northern Wyoming and Southern Alberta Laundry and Dry Cleaners Association, Annual Convention, Finlen Hotel, Butte, Montana.

May 23 and 24—Minnesota Institute of Laundering and Cleaning, Annual Convention, Hotel Nicollet, Minneapolis.

May 29, 30 and 31—California Drycleaners Association, Annual Convention, Santa Barbara.

May 29, 30 and 31—Laundry and Cleaning Association of the **Carolinas, Georgia** and **Florida,** Annual Convention, Carolina Hotel, Pinehurst, North Carolina.

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It's so much easier with Butler Air Cleanout*

No sloppy sludge . . . no slippery floors . . . no more time and labor wasted in removing messy, smelly muck from your filter. Air Cleanout feature of Butler Big Flo** Filters provides the safe, modern way to handle filter muck . . . the easiest, fastest, most pleasant way.

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Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

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LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections–**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller–Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

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For Sale: Solvent plant, doing mostly wholesale. Death of partner reason for selling. Modern Cleaners, 1730 E. 20th St., Long Beach, Calif. 4351-2

Well-established plant catering to high-class clientele, noted for its quality work. Located central Texas. Owner wishes to retire or sell half interest. Money maker. **ADDRESS:** Box 4455, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Successfully operating drycleaning plant in large city with 1,000,000 population, located in middle Eastern states. Price of $125,000 includes plant buildings with complete modern equipment and twenty stores. Owner wishes to retire. ADDRESS: Box 4473, NATIONAL CLEANER & DYER. -2

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ARKANSAS' LARGEST DRIVE-IN CLEANING AND DYEING PLANT. Annual business $75,000 with 80% cash-and-carry. Gross equipment–modern fixtures–inventorying at $25,000. Ten-year lease on building with option for ten more. Rent reasonable. Price $35,000–terms can be arranged. **WRITE: RALPH MILHOLLAND**, 4106 W. Markham, Little Rock, Arkansas. 4492-2

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CLEANING PLANTS FOR SALE (Cont'd)

Drycleaning plant, Ohio City, sales $43,000 yearly; modern equipped; four trucks; radius 25 miles; low overhead; price $22,-500. Apple Company, Brokers, Cleveland, Ohio. 4579-2

FOR SALE: DRYCLEANING AND LAUNDRY. YEARLY GROSS $50,000. NEW AND MODERN EQUIPMENT. ESTABLISHED 30 YEARS. REASONABLE RENT. LONG LEASE AND TERMS. GROWING CITY. OWNER MUST RETIRE. ADDRESS: Box 4581, NATIONAL CLEANER & DYER. -2

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WELL-ESTABLISHED. VERY SUCCESSFUL SOLVENT PLANT, NEW JERSEY. ANNUAL GROSS OVER $53,000. WITH OR WITHOUT REAL ESTATE. $15,000 REQUIRED. ADDRESS: Box 4610, NATIONAL CLEANER & DYER. -2

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FOR SALE: THE NATION'S MOST MODERN DRIVE-IN CLEANING PLANT, DOING BIG BUSINESS, LOCATED IN ARIZONA. WILL SELL WITH OR WITHOUT REAL ESTATE. TOTAL PRICE $150,000. ADDRESS: BOX 4612, NATIONAL CLEANER & DYER. -2

Piedmont section South Carolina—four plants, same owner, ideal locations, same city. Gross sales $150,000 annually. Industrial payrolls. Will sell separately. Health forces complete retirement. Liberal terms. **ADDRESS:** Box 4617, **NATIONAL CLEANER & DYER.** 4617-2

IN CENTRAL INDIANA, suburb of large city, solvent plant doing approximately $22,000 annually with plenty opportunity for expansion. Two routes with two 1950 model panel trucks, good counter business. Boiler, cleaning and finishing equipment 5 years old. Business established 10 years. Business building adjoins a strictly modern 7-room home on approximately one acre ground, nicely landscaped and lighted. Retiring from business on account of health. Will sell all for $35,000, $18,000 cash. Terms may be arranged for balance. **ADDRESS:** Box 4618, **NATIONAL CLEANER & DYER.** -2

For Sale—one-half interest in cleaning plant, doing $1,200 per week. Reason for selling, ill health. **ADDRESS:** Box 4621, **NATIONAL CLEANER & DYER.** -2

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CLEANING PLANTS FOR SALE (Cont'd)

By Owner—Modern solvent Indiana plant, factory town. Ideal for couple. Low rent. $3,500. Terms. **ADDRESS: Box 4525, NATIONAL CLEANER & DYER.** -2

Modern solvent cleaning plant, well equipped, good location, quality work. East Coast—Florida. **ADDRESS:** Box 4637, **NATIONAL CLEANER & DYER.** -2

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MANAGER or SUPERINTENDENT—25 years' experience in the cleaning industry. Thorough knowledge of costs and productive methods. Prefer petroleum solvent plant. Available. **ADDRESS:** Box 4550, **NATIONAL CLEANER & DYER.** -5

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Cleaner and Spotter—26 years' experience, wishes steady position. Will go anywhere. Available immediately. **ADDRESS:** Box 4593, **NATIONAL CLEANER & DYER.** -5

Position wanted as assistant to spotter and cleaner. Age 25, married, NICD graduate, few years' experience. New York City or nearby New Jersey area preferred. **ADDRESS:** Box 4616, **NATIONAL CLEANER & DYER.** -5

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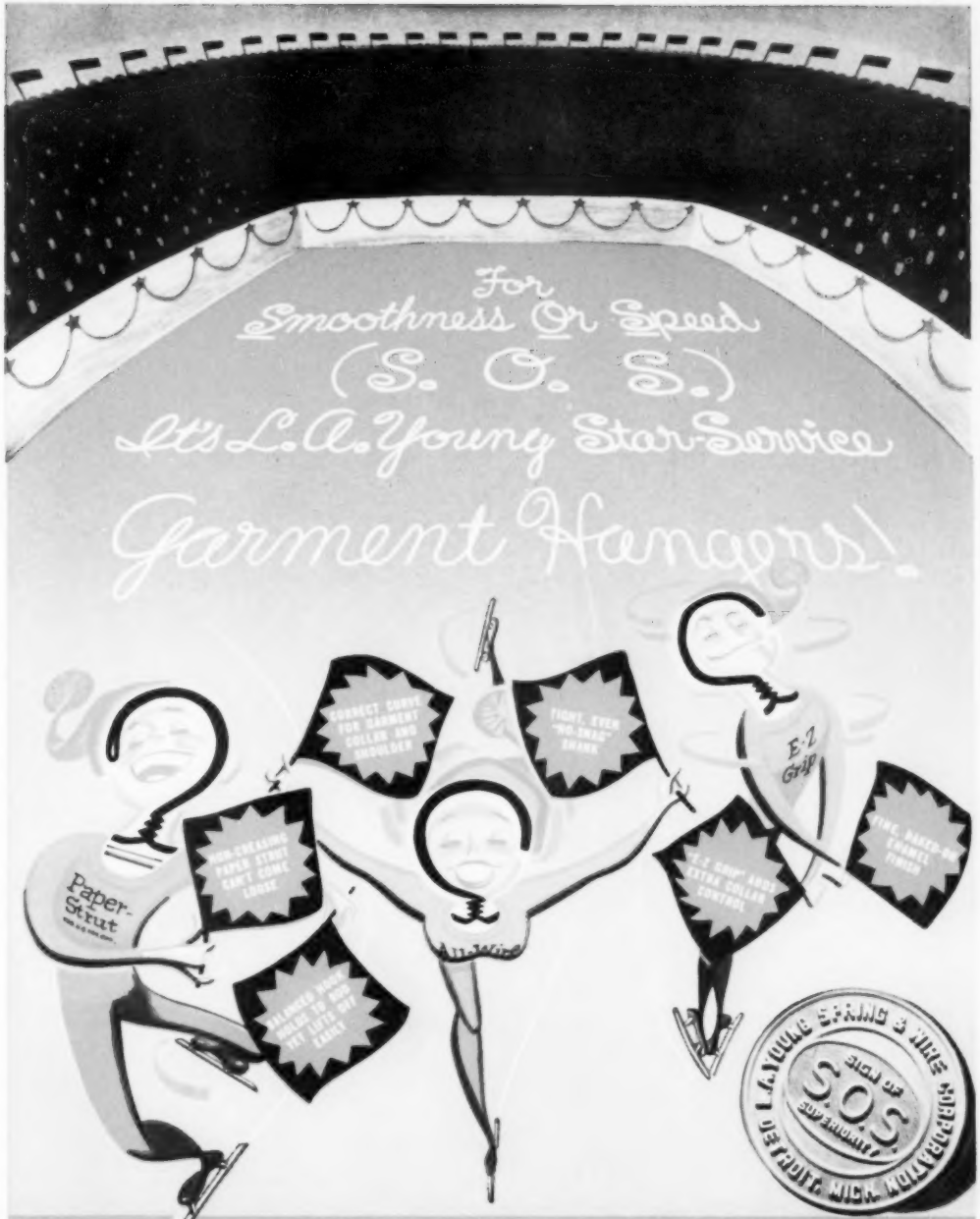

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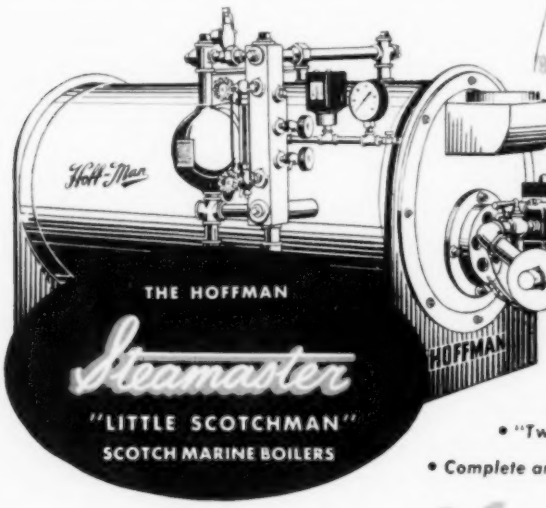

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